

GENEROUS TRADE-IN ALLOWANCE

for your old phonographs and
EASY TERMS
ON WURLITZER 1100s

► Build up your average collection and net profit per location by turning in on Wurlitzer 1100s your old phonographs that are costing you too much to service—taking in too little money.

We will make you a generous allowance for your old equipment—arrange easy terms that will get you off to a flying start.

With new 1100s you will have the outstanding profit producer of all time—a phonograph with such amazing eye, play and ear appeal that there is just no comparison. With its Zenith Cobra Tone Arm, records played a thousand times sound just as they did the first time they were played.



This means BETTER MUSIC—MORE PHONOGRAPH PLAY—BIGGER PROFITS.

Records last up to ten times longer. Mechanical and electrical parts, combined into compact assemblies, can be removed from two to one hundred times faster—replaced with spares when shop servicing is required. These *savings in records and service* should exceed \$300 in four years.

Let us tell you how easy it is to increase your profits—pull down your service costs. Put new Wurlitzer 1100s in your top spots. Give a new lease on life to ALL your locations by moving in a better paying phonograph that will cost less to service.



Model 1100

WURLITZER PHONOGRAPH DISTRIBUTORS

Alfred Soles, Inc.
881 Main St., Buffalo 3, N.Y.

Brondt Distributing Co., Inc.
1809-11 Olive St., St. Louis 3, Mo.

Centrol Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562-64 Harney St., Omaha 2, Neb.

Clark Distributing
415 Brannon St., San Francisco 7, Calif.
1854 S. Western Ave., Los Angeles 7, Calif.
906 Elliott Ave., W., Seattle 99, Wash.

Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
3300 Louisiana St., Houston, Texas
806 W. Main St., Oklahoma City, Okla.
901 E. Houston St., San Antonio, Texas

Cruze Distributing Co., Inc.
105 Virginia St., W., Charleston, West Va.
407 N. Central Ave., Knoxville 17, Tenn.

Eaton Distributing Co., Inc.
615 Tenth St., Des Moines 14, Iowa

F.A.B. Distributing Co., Inc.
1019 Boronne St., New Orleans 13, La.
304 Ivy St., N.E., Atlanta 3, Ga.
1628 Laurel St., Columbia, S. C.

G. & S. Distributing Co., Inc.
415 Fourth Ave., S., Nashville 4, Tenn.

Harvey Distributing Co., Inc.
521 St. Paul Place, Baltimore 2, Md.
823 W. Brood St., Richmond 20, Va.
620 W. Morehead St., Charlotte, N. C.

The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N.Y.

Illinois Simplex Distrib. Co.
831 S. Wobash Ave., Chicago 5, Ill.

Indiano Simplex Distributing, Inc.
2451 N. Meridian St., Indianapolis 8, Ind.

Paster Distributing Co., Inc.
2218 University Ave., St. Paul 4, Minn.
2606 W. Fond du Lac Ave., Milwaukee 6, Wis.

Porter Distributing Company
167 E. Jefferson St., Detroit, Mich.

Redd Distributing Co.
130 Lincoln St., Allston 34, Mass.

Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont. Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que.

Smith & Fields Distributing Co.
136 N. Fifth St., Philadelphia 6, Penna.
420 N. Craig St., Pittsburgh 13, Penna.

Sutton Distributing Co.
650 S. First St., Louisville 2, Ky.

Sterling Service
Rocky Glen Park, Maasick, Penna.

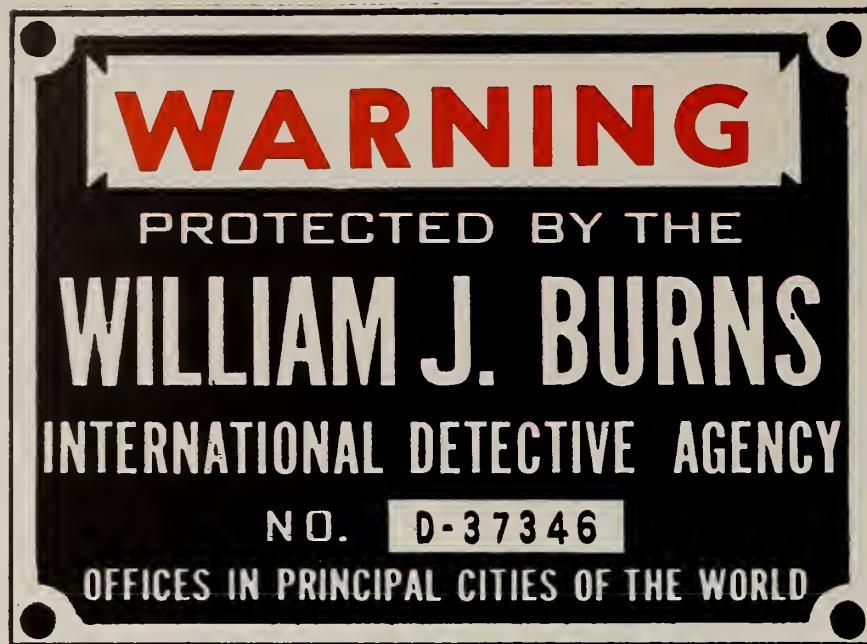
Taran Distributing, Inc.
2820 N. W. Seventh Ave., Miami 37, Fla.
90 Riverside Ave., Jacksonville, Fla.

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

Wolf Sales Company
1932-4 Broadway, Denver 2, Colo.
626 W. Washington, Phoenix, Arizona
2401-5 E. Alameda, El Paso, Texas
276 W. First S., Salt Lake City, Utah

Young Distributing Co., Inc.
1257 W. Broad St., Columbus 8, Ohio
707-11 Sycamore St., Cincinnati 2, Ohio
2445 St. Clair Ave., Cleveland, Ohio

Young Distributing, Inc.
525 W. 43rd St., New York 18, N. Y.



**EXCLUSIVE PROTECTION
FOR CIGARETTE MACHINES,
DRINK DISPENSERS, CANDY
VENDORS, SCALES, ALL OTHER
AUTOMATIC MERCHANDISERS
AND SERVICE MACHINES.**



Exclusive protection by the world famous William J. Burns International Detective Agency is offered to all cigarette machines, drink dispensers, candy vendors, scales, all other automatic merchandisers and service machines, anywhere in the U. S. A.

This internationally famed service can now be obtained by operators of the above equipment at a very special rate, covering everyone of the automatic merchandisers and service machines on each individual location anywhere in the nation.

Automatic merchants who wish the ultimate in protection at a special rate, arranged exclusively for them, should immediately inquire for full details.

Associations of automatic merchants can arrange for an all-inclusive rate for the merchandisers of their members. This special feature will meet with complete approval of the officers and members. Arrangements for meeting with any association executive board are now complete. Associations are urged to make inquiry through a responsible officer.



**THE COIN MACHINE OPERATORS
OF AMERICA, INC.**

1309 NEW JERSEY AVE., N. W.
WASHINGTON 1, D. C.

(All Phones: HOBART 3170)

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—
IT IS NOT SOLD ON NEWSSTANDS

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Dept. JOEL FRIEDMAN, Music Editor

G. BRUNER, Business Manager

G. BLOOM, Circulation

LEO SIMON, Los Angeles, Cal.

BERT MERRILL, St. Louis, Mo.

L. MILAZZO, Classified Advertising

O. S. SIBLEY, Art Director

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

IN THIS ISSUE

May 8, 1948

Vol. 9, No. 32

AMUSE. GAMES OPS FOR 10¢ PLAY....Pages 4 and 5

AUTOMATIC MUSIC SECTIONPage 6

NATION'S TOP TEN TUNES.....Page 7

RECORD REVIEWSPages 9 and 11

MANUFACTURERS' NEW EQUIPMENTPage 22

GENERAL COIN MACHINE SECTION.....Page 23

CHICAGO CHATTERPage 36

EASTERN FLASHESPage 37

CALIFORNIA CLIPPINGSPage 38

Talking It Over

One of the things most complained about by many in the juke box business is that the phono found on the average location can only be described as, "dirty." Music ops advise that some of the phonos, which they have seen on locations, "Should never even think of receiving any commission at all from location owners. They not only offend all the members of the field in any particular area," they report, "but, they tend to degrade the entire industry."

Cabinets are dirty, marred and scratched. Title strips are illegibly pencilled in without listing name of artist or record firm. Plastics are broken and usually patched with adhesive or scotch tape. Tone quality is absolutely atrocious. No auxiliary speakers are to be found in the location and, in most cases, no wall or bar boxes. Titles of records are completely jumbled. Picking number 19 may bring up number 5 instead.

In short, there's a lot of work yet to be done by many ops before they can even talk about hiking commissions or changing over to 10c play. They must first make the public want to play their music machines by making these fine instruments attractive, clean and inviting. And feature tone quality at least equal to the sets in the average home. Title strips should be neatly typed (if not purchased printed) with the name of the tune, artist and make record. Every machine should sparkle on location, regardless of collections from the spot, before 10c play is attempted.

★ ★ ★ ★ ★

The television field grows more optimistic. Members of this infant industry claim there will be 750,000 sets in use by the end of '48. They also expect 200 stations in 75 cities by the end of '49. And an audience of 65,000,000 in two years.

Most optimistic of all statements is that video will be among nation's top ten industries in 5 years. There are now 286,000 sets in use in U. S. About 150,000 of these are reported to be in New York City. Of the 286,000 sets, 33,400 are in public places thruout the nation. In New York about 10,000 are reported to be in bars and other public spots.

There are 23 stations now on the air. Three each in New York, Washington and Philadelphia. Two each in Chicago and Baltimore. One each in Boston, Newark, Schenectady, Richmond, Cincinnati, Cleveland, Detroit, Milwaukee, St. Louis and Los Angeles.

There are 29 mfrs. making sets ranging in price from \$150 to \$2,500. Two-thirds are table models. Where there were only 40 advertisers on video programs last year, there are now over 200 advertising, and more asking for time. The average station is on the air for about two to three hours per day, with the exception of Paramount Pictures' Hollywood station which broadcasts 7 hours per day. Programs consist of 50% sports, 30% films and the balance in live studio entertainment.

Perhaps the above may give those coinmen who have been discussing combination video-phono-radio instruments a chance to analyze advantages and disadvantages.

★ ★ ★ ★ ★

Noticeable trend, and which was openly predicted in this publication the last quarter of '47, are the reports received from coinmen advising they are being faced with competition from coinbiz wholesalers, who have suddenly decided it's time to operate.

Perhaps this will convince many crying and complaining ops that they certainly aren't in the worst business.

One noted coinman asks, "What could the average operator expect to earn, as a weekly salary, should he give up his route and enter into another business?"

Most important, of course, is the fact that when Government controls on steel, zinc, aluminum, copper, lead, and other critical materials go into effect, operating will probably maintain greater majority who wish to remain in this field. Used machines and conversions are then expected to reach wartime boom levels.

Bill Gersh

PUBLISHED WEEKLY by The Cash Box Publishing Co., Inc., 381 Fourth Avenue, New York 16, N. Y., Telephone: MURRAY Hill 4-7797. Branch Offices: 32 West Randolph St., Chicago 1. Illinois. Telephone: DEARBORN 0045 and 1516 Crossroads of the World, Hollywood 28, California, Telephone: HOLLYWOOD 8163.

CONTENTS COMPLETELY COPYRIGHTED 1948. All rights reserved. No publication of any material contained herein is allowed without written permission from the publisher.

ADVERTISING RATES on request. All advertising closes Friday at 5 P. M. preceding week of issue.

SUBSCRIPTION RATE \$5 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines. \$48 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including oper-

ators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

THE C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

AMUSE. GAME OPS

Pinballs, Rolldowns, Bowling Games, With Opinion of Leading Amusement Game

NEW YORK—In answer to the statements which were made in the article which appeared this past week (Pages 4 and 5, May 1, 1948 issue) amusement game ops immediately rallied to the idea of 10c play.

As one noted op reported, "I'm in full agreement with the operator who advised you he had changed over many of his games to 10c play and found that he was earning 75 per cent more than he ever did before.

"With the same amount of playing time and increased awards", he continued, "there is every reason to believe he would average at least 75 per cent more income. That being the case", he said, "I'm going to try 10c play for my games in many of my locations. I don't think it will work in every single spot I have, but, generally, it should work out okay."

There is nothing different in using a 10c play chute than there is in featuring a 5c chute on any amusement game made. It is agreed that there are locations which may only patronize 5c games. But, should such locations receive brand new games?

The 5c locations can always be the second run spots for any game. New machines should first appear in the 10c locations. Players will invest a dime just as quickly as they will a nickel, if the game is interesting and appealing to them and, especially, if it offers them greater awards.

Dime play for amusement games is not new. From the earliest days of the old bells, up to the modern one-balls and consoles, as well as many types of arcade machines, the investment of one or more nickels has always been based on the awards and the interest which the game held for the players.

The average pinball operator has been complaining that the higher cost of games, plus his much increased overhead expense, have kept him from earning the profit he should, as compared to his investment.

With the amusement game operator more prosperous, there is no earthly doubt that all business, right up the line in the amusement

games field, will also prosper. But first, the base (the operator) must be solid, financially liquid and enjoying profits, so that all can then build their future on this solid base.

Even the counter games of yesteryear featured coin chutes which would accept pennies, nickels, dimes and quarters. And award quantity (usually packs of cigarettes) was based on the coin used by the player. All these machines featured a "window" which showed the last coin played. And many an operator of those times will admit he received a good share of larger denomination coins, even tho the entire play of the game was arranged for pennies.

In short, people will invest more if they can win more.

Furthermore, to meet present inflationary conditions the public today finds it has more dimes in its pocket than ever before in history. This is much due to the fact that the majority of street cars, buses, subways, elevated rails and all transit systems are now charging 10c. And also due to the fact that almost all former 5c merchandise items have been boosted in price to 10c.

The operator has a 10c customer in today's public and because he uses more dimes than he does nickels. There's no reason, then, why the operator shouldn't play up to the most popular coin in the public's pockets—the dime—and change the cost of playing his equipment to 10c.

Remember, too, people are used to handling dimes today. A change in play and 10c won't, therefore, be as startling as it would have been a few years back.

This is only logic. The reason counter games were so popular some years back was due to the fact sales taxes were just coming into being in city after city thruout the country. Intelligent promoters instantly foresaw that the public would be jingling more pennies in its big, collective pocket than ever before. The tremendous success of the counter game proved the logic of this reasoning.

S FOR 10c PLAY

New Award Cards Can Get 10c Per Play is Ops. Many Getting Tests Under Way.

The same was true of the nickel—in its day—when it reigned as the most popular coin in the public's pocket. But, today, it's the dime. The dime has superseded in need (and, therefore, in popularity) the nickel.

And since the dime's popularity grows greater each day, every operator must immediately arrange to adopt this great popularity of the 10c coin to his equipment. His machines should always be geared to the most popular coin in the public's pocket. And the public is today in the habit of using dimes—constantly—ever growing—ever spreading—with more and still more dimes being minted to take care of this need.

What better test than amusement products? The pinball, rolldown, bowling alley, and all other types of coin operated amusement machines, properly arranged to accept the new "king of coins"—the dime—will renew the lifeblood of the entire amusement games industry.

Reports from operators who have been quietly conducting tests are filled with enthusiasm. Every single one of these men has agreed, "the dime is king". They are, once again, enjoying a real profit return on their investment. What is more important—the public approves. That's the final answer.

The average operator, with his mind's eye (as he reads this) can already visualize the locations where he can, with the next new game he brings them, start dime play. And, if he gets complaints from other spots, where he has 5c play still in effect, he can easily overcome any such argument by advising that when the game is new—it's 10c play—when "used"—5c play.

There's no reason why all amusement play action, on every location, shouldn't be at 10c. The increased awards to the players are all the incentive that's necessary.

Furthermore, for long years the amusement games operator has always been plagued with complaints about minors playing his machines.

Almost every operator in the nation has posted cards, signs, stickers, pasters and what not, on or near his equipment advising that minors are not allowed to play. Many operators have had to warn their location owners time and time again to escape police action.

What better argument for officialdom than the dime play? The cop on the beat knows that the average kid won't invest a dime to play a game. In the first place few, if any, kids have dimes to invest, especially these days. Here, then, is something of great value to all in the amusement games field to once, and for all time, remove the plague of the "minor" from the neck of the men engaged in the industry.

Dime play can also revive manufacturing. New, different, better ideas can come into being. Greatly enlarged vistas present themselves. A great future for the ingenious, inventive minds is here. Something radically new can be offered to the public to once again stimulate interest and increase play action.

Dime play brings better and bigger profits and allows the operator to spend more money for new products.

The idea of 10c play is logical. It's sound. It's solid. Inflation has made the dime the "king of coins." Nickel merchandise was long ago hiked to 10c by all intelligent merchants.

Transit fares are 10c. Nickel cigars are now 10c. Five cent shoe shines are 10c. Ice cream cones are 10c. Here, there, everywhere, in every walk of modern American living—the dime presents itself as the new, popular "king of coins."

It is, therefore, up to everyone engaged in the coin operated amusement field to change to dime play. To greet the new "king of coins" with open arms. To change to 10c play with the very next new game introduced to any location. To graciously, even eagerly, accept the new coin king—the dime.

Long live the "king"—the dime.

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY

Music Section

May 8, 1948

Sarah Vaughan

Click chick Sarah Vaughan, the gal with the haunting tonsils, has been tearing down house after house and likewise boomed phono play for a zillion music ops with her smash Musicraft platters. Sarah recently copped first place in the music polls of the Pittsburgh Courier, Downbeat and Metronome. Her renditions of "Everything I Have Is Yours", "I've Got A Crush On You", "Trouble Is A Man", "Gentleman Friend" and "The Lord's Prayer" caused wide comment in disk circles. Latest platters are "Nature Boy", "It's You Or No One" and "It's Magic". Direction: The Gale Agency. Personal Manager: George Treadwell. Press: Jim McCarthy.



FEATURES

★ The Nation's Top Ten Juke Box Tunes

★ The Cash Box Record Reviews

★ Juke Box Regional Record Report

★ 'Round The Wax Circle

★ Hot In Harlem

★ The Broadway Beat

★ Rollin' 'Round Randolph

★ Folk and Western Record Reviews

★ The Nation's Big 5 Hillbilly, Folk & Western
Juke Box Tunes

★ Hot On Chicago's South Side

★ The Cash Box Disc-Hits Box Score

The Nation's TOP TEN Juke Box Tunes



The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

CODE

AL—Alladin
AP—Apollo
AR—Aristocrat
BU—Bullet
CA—Capitol
DA—Davis
CN—Continental
CO—Columbia
CS—Coast
CE—Celebrity
DE—Decca
DEL—Deluxe
EX—Exclusive

KI—King
MI—Miracle
MA—Majestic
ME—Mercury
MG—M-G-M
LO—London
MN—Manor
MO—Modern
MU—Musicraft
NA—National
RA—Rainbow

RE—Regent
SA—Savoy
SD—Super Disc
SI—Signature
SP—Specialty
ST—Sterling
TO—Top
TC—Twentieth Century
UN—Universal
VI—Victor
VT—Vitacoustic

1

SABRE DANCE

Jumps from the fourth spot to nab top position. Going like mad say the ops.

CO-38102—Woody Herman O.
DE-24388—Victor Young O.
MG-30048—Macklin Marrow

SI-15180—Ray Bloch O.
RE-111—Don Henry Trio
VI-20-2721—Freddy Martin O.

2

NOW IS THE HOUR

Drops one this week, with ops reporting play holding up.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
CM-7502—Jerry Wald O.
DE-24378—Bob Carroll
DE-24279—Bing Crosby
LO-110—Gracie Fields

MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

3

BECAUSE

In second place a week ago—here it is in the third spot.

AP-1068—Hal Winters
VI-20-2653—Perry Como

4

TOOLIE OOLIE DOOLIE

Moves up one notch to grab fourth place. Ops going wild about this one.

CA-15059—The Sportsmen
CN-1223—Vaughn Horton
DA-2015—Dana Serenaders
DE-24380—Andrews Sisters

FL-5005—Alpine Belles
LO-201—Johnny Dennis
SP-5505—Larkin Sisters
ST-1013—Dick Hayman
VI-25-1114—Henri Rene O.

5

BABY FACE

In seventh place a week ago this plug tune jumps this week to latch onto fifth place.

AP-1114—Phillie All Stars
CO-30014—Jerry Wayne
DE-25356—Henri King O.
KR-216—Uptown String Band
ME-2120—Aqua String Band

MG-10156—Art Mooney O.
ST-294—Hum & Strum
TO-294—Benny Strong O.
PA-1105—Fenko String Band
UN-627—Milt Scott O.
VI-22879—Sammy Kaye O.

6

MANANA

Still going like wild fire. Ops continually reordering.

CA-15022—Peggy Lee
DE-24333—Mills Bros.
LO-187—Edmundo Ross
VI-20-2819—Joe Loss O.

7

SHINE

Drops to the seventh spot this week after a sensational ride across the board.

DE-48074—Slim Green
DE-25354—Ella Fitzgerald
DE-25353—Guy Lombardo O.

DE-24382—The Mills Bros.
ME-5091—Frankie Laine
VI-20-2760—Hot Quintette

8

BUT BEAUTIFUL

In sixth place a week ago—into the eighth spot this week. Play still zooming on the phonos.

CA-15024—Margaret Whiting
CO-38053—Frank Sinatra
DE-24283—Bing Crosby
DE-24294—Bing Crosby
LO-142—Denny Dennis

ME-5096—Frankie Laine
MG-10126—Art Lund
MU-538—Mel Torme
SI-15117—Ray Bloch O.
VI-20-2616—Tex Beneke O.

9

YOU CAN'T BE TRUE, DEAR

Bounces into the limelight with ops pointing to a long and steady run for this tune.

AP-1121—N. Emmett
CA-15077—The Sportsmen
BU-1032—R. Deauville

LO-202—Vera Lynn
DEL-1171—Ziggy Lane
RO-128—Ken Griffin
VI-25-1117—Will Glahe

10

NATURE BOY

Ops throughout the nation know about this one. A real winner if there ever was one.

CA-15054—King Cole
CO-38210—Frank Sinatra
DE-24439—Dick Haymes
MU-567—Sarah Vaughan

THIS WEEK'S

RCA VICTOR

RELEASE

SAMMY KAYE**The Tune on the Tip of My Heart**

Bright and bouncy . . . o typical Kaye coin-catcher with lilting lyrics by Dan Cornell and The Three Kaydets.

I'll Always Be in Love With You

Slow, dreamy oldie that's coming back. Don Cornell and The Three Kaydets blend mellow voices.

RCA Victor 20-2746

**FREDDY MARTIN****On the Little Village Green**

Zingy strings and that typical Martin piano-fingering will make this o big "soft lights 'n' sweet music" favorite!

A Little Street Where Old Friends Meet

This one has that lozy, nostalgic feeling. Humming background, with Clyde Rogers' vocal adds a back-room flavor to this dinking.

RCA Victor 20-2826



Hits from "Inside U. S. A."

Album K-14

RUSS CASE

Inside U. S. A. and

PERRY COMO**Haunted Heart**

RCA Victor 45-0050

BEATRICE LILLIE

Come, Oh Come and

At the Mardi Gras

RCA Victor 45-0051

JACK HALEY**First Prize at the Fair**and **Rhode Island****Is Famous for You**

RCA Victor 45-0052

LARRY GREEN**Concerto to the Moon**

(Concierto En La Luna)

Light and lilting all-instrumental . . . swell follow-up to Larry's "Beg Your Pardon." Get next to this sparkling piano waxing, but fast!

Mother Nature's Lullaby

Has the appeal of "Oh, What It Seemed To Be"! The Trio and the maestro's toe-tapping piano-work make this platter a real double-feature!

RCA Victor 20-2832

**DESI ARNAZ**

and his Orchestra

Rumba Rumbero

Desi's cross-country tour is booming his popularity. Desi delivers this one with his terrific, original vocal styling. Reminds you of "Cuban Pete."

In Santiago, Chile

('Tain't Chilly At All)

Sounds like . . . same idea as "Moñana," only it's about a Chilean who woos a hot señorita. Cash in on this calypso click!

RCA Victor 20-2827

**BILLY WILLIAMS****My Gal Is Mine Once More**

and

Atlanta

(Bea Lillie)

RCA Victor 45-0053

WATCH THESE "CLIMBERS"!**FREDDY MARTIN****Feathery Feelin'**

RCA Victor 20-2709

ERSKINE HAWKINS

and his Orchestra

Gabriel's Heater

The winning title from a nation-wide disk jockey contest . . . and it's as hot and flashy as the name sounds!

I'd Love to Make Love to You

A slow ballad, with a solid vocal by Laura Washington!

RCA Victor 20-2836

**BILL BOYD** and his Cowboy Ramblers**Closed for Repairs**

Swell rustic piano-fingering, as Bill chants the vocal.

American Patrol

Glenn Miller's oldie, up-to-date "country style"!

RCA Victor 20-2833

CHARLIE MONROE and his

Kentucky Partners

I Know You'll Understand

¾ hillbilly ballad with plenty of guitar and mandolin.

End of Memory Lane

Ear-catching duet by Charlie and one of his "Partners."

RCA Victor 20-2834

PERRY COMO**Haunted Heart**

RCA Victor 20-2713

PEE WEE KING**Tennessee Waltz**

RCA Victor 20-2680

ARBEE STIDHAM**My Heart Belongs to You**

RCA Victor 20-2572

HENRI RENÉ**Piano Polka**

RCA Victor 20-1111

ALL-TIME HITS RE-ISSUED!**PERRY COMO****Lili Marlene**

RCA Victor 20-2824

TOMMY DORSEY**On the Alamo**

RCA Victor 20-2848

HANK, "THE SINGING RANGER"

and his Rainbow Ranch Boys

Here's Conodo's great singing cowboy! Hank sings in the Ernest Tubbs style in these two proven sellers. "A" is a slow waltz and "B" is a ballad. Clear the hillbilly decks for plenty of play on Hank—"The Singing Ranger"!

My Mother

and

My Sweet Texas Blue Bonnet Queen

RCA Victor 20-2835

ANOTHER NEW
RCA VICTOR STAR!

NEW INTERNATIONAL HITS!

JOE BIVIANO

with RCA Victor Accardian Orch.

Bowling Alley Polka and Village Band

RCA Victor 25-1116

JOSÉ MORAND and his Orchestra**Sunday in Old Santa Fe and Con Maracas**

RCA Victor 26-9034

— FRENCH —

JEAN SABLON**Le Doux Caboulot and J'ai Ta Main**

RCA Victor 26-7009

— POLISH —

WALTER DOMBKOWSKI

and his Orch.

Whose Treat and Warszawianka

RCA Victor 25-9184

SURE HITS!**SAMMY KAYE****I Love You, Yes I Do**

RCA Victor 20-2674

PERRY COMO**Laroo Laroo Lilli Bolero**

RCA Victor 20-2734

THE STARS WHO MAKE THE HITS
ARE ON



RCA VICTOR RECORDS



THE CASH BOX

Record Reviews

"Blue Shadows On The Trail" (3:08)

"Melody Time" (3:06)

VAUGHN MONROE ORCH.
(Victor 20-2785)

● That man Disney again and more wax from his much flacked flicker. Vaughn Monroe in the spotlight to give with "Blue Shadows On The Trail" and "Melody Time." Top deck is sure to be a featured item on the phonos. Vaughn's soothing pipes, coupled with a fond vocal background by the Moon Maids fills the air with a ton of beautiful serenity. Flip should meet with equal favor from the many Monroe fans. Pace is picked up a bit and spills in light nostalgic melody. Both sides will boom Monroe's stock even higher.

"Melody Time" (3:00)

"Always" (2:56)

HAL DERWIN ORCH.
(Capitol 15071)

● Mucho ballyhoo and flack behind the title song from the Disney flicker of the same name, "Melody Time," with orkster-balladeer Hal Derwin in the driver's seat. Wax as offered here is adequate, and altho it won't kick up a storm, it may serve ops well enough. Song is there tho, and will attract loads as it stands. Derwin's vocal spot is pleasant enough, with adequate backing from the Hi-Liters and the band. Flip is the Irving Berlin ditty "Always," with the Derwin ork setting up in fair instrumental fashion throughout. Both sides may be featured as excellent filler material.

"Pecos Bill" 2:59)

"Little Toot" (3:01)

SAMMY KAYE ORCH.
(Victor 20-2786)

● More flicker music from the Disney pic "Melody Time" with maestro Sammy Kaye twirling the baton. Top deck, titled "Pecos Bill" features piper Don Cornell in the vocal spotlight spooning the cute novelty wordage. Ditty is one that is sure to meet with wide approval—Don's vocal trick insures its potential all the more. Flip is another waxing in the novelty vein, with Don and the Three Kaydets in spotlight. Tune is the story of a tugboat replete with happy wordage that glows favorably. Sammy Kaye fans and a host of others are bound to start calling for the pair. Ops take note.

"What Is This Thing Called Love" (2:47)

"Hip-Billy Boogie" (2:41)

LES PAUL
(Capitol 15070)

● Kicking up a storm with his novel rendition of "Lover"; Les Paul gives with more "new sound" music here on "What Is This Thing Called Love?" and "Hip-Billy Boogie." Natch the wax is unusual—sounds as if there are a zillion guitars going at once, while actually only Les is doing the work. Stuff is ably suited for the crowd that can appreciate music as fine as this. Altho it won't create an avalanche of coin play—the wax will boost phono action.

DISK O'THE WEEK

"It's Magic" (3:22)

"Put 'Em In A Box—Tie 'Em With A Ribbon" (3:03)

DORIS DAY
(Columbia 38188)



DORIS DAY

● Music ops throughout the nation will climb on the bandwagon with this one! It's chirp Doris Day spooning a ton of wax pleasure with this plug ditty. "It's Magic," from the flicker "Romance On The High Seas" shows as a soulful ballad loaded with possibilities to score. The gal's pipes pitch pleasantly and dramatically throughout. Wax weaves in slow manner, with the George Siravo ork blending smoothly. Doris' tonsil pitch is flavored immensely by the sugar-coated wordage. Stuff is of the intimate variety and should go over well with the dance crowd. Flip, titled "Put 'Em In A Box—Tie 'Em With A Ribbon" is a light novelty ditty with Doris displaying her fine set of tonsils in elegant fashion. The gal's pipes are attractive—no doubt about it. Lyrics are as cute as a bug in a rug and draw the listener back for another earing. "It's Magic" will put magic coin into your phono—grab it.

"Suspicion" (2:56)

"Clabbering Up For Rain" (2:56)

JO STAFFORD
(Capitol 15068)

● The kid with two sets of pipes and another pair of sensational hill-toppers in the offing. It's thrush Jo Stafford spooning her versatile set of tonsils to the metro of "Suspicion" and "Clabberin' Up For Rain," more western music that makes for top listening pleasure. Top side with a ton of kicks in the lyrics, while the Paul Weston crew ride saddle in grade A styling. Heavy beat spikes the cookie as Jo chirps merrily throughout. Flip is what the title offers, and a repeat top notch performance for the Stafford-Weston gang. For more life in your phono—go Stafford.

FIGURES SHOWN FOLLOWING SONG
TITLES, INDICATE PLAYING TIME
OF RECORD.

"The World Is Waiting For The Sunrise" (2:56)

"Shirley Steps Out" (2:59)

BENNY GOODMAN SEXTET
(Capitol 15069)

● There's no denying the brand of music that Benny Goodman puts out. BG and the sextet and music that stays sweet forever. Top deck is a Goodman classic, with Benny and the gang making mellow rhythm that shines and glitters. Mel Powell, Red Norvo et al. glow brilliantly throughout—not to mention Benny's fond clary spot. Flip is more subdued instrumental music that shows the group up in high fashion. Both sides for a dependable coin culler.

"The Mexican Shuffle" (2:45)

"Cugat's Nugats" (2:50)

XAVIER CUGAT ORCH.
(Columbia 38185)

● The kids that go frantic when listening to Cugat's mad music are bound to turn hand-springs with this pair of Latin lovelies. A ton of delightful music from the pen of the maestro himself, with the fond refrain of "The Mexican Shuffle" and "Cugat's Nugats" seeping thru. Top side is a Mexican folk dance sure to meet with your approval. Music is catchy and makes for neat listening pleasure. Flip has Cugie and the crew spilling light Latin rhythms that satisfy. Both sides of wax are well suited to the dance crowd, especially those that go in for subdued lighting with their music. Nab 'em.

"Sunrise Boogie" (2:59)

"Moondust Rhapsody" (3:12)

FRANKIE CARLE ORCH.
(Columbia 38175)

● Light ivory fashions by maestro Frankie Carle and some wax to which ops with wired music stops might well attract themselves. "Sunrise Boogie" and "Moondust Rhapsody," both instrumental works featuring Frankie at the '88 show as adequate material for the crowd that goes for this brand. Top is a boogie as the title indicates, with the band flourishing in brass and reed throughout. Flip is toned down a bit and is aimed at the romance kids a bit more. The wax is there for the asking.

"Crying For Joy" (3:06)

"The Flower Seller" (3:03)

EDDY HOWARD ORCH.
(Majestic 1256)

● Soft, purring tones of vocal magic by Eddy Howard and a pair that might come in for some heavy coin play. Eddy gives with the popular "Crying For Joy" on the top deck, with the refrain echoing delicately throughout the wax. Flip is another potential winner in the ultra-plush mood. Both sides feature the maestro on deck in the vocal slot giving with loads of velvet in his tonsils. Eddy's wide following should account for fair play for ops with this duo.

BMI Pin-up Sheet

HIT Tunes for May

(On Records)

A BED OF ROSES (Johnstone-Montei)

Sammy Kaye—Vic. 20-2061 • Denny Dennis—London 142

A FEW MORE KISSES (Patmar)

Dennis Day—Vic. 20-2737

ALL DRESSED UP WITH A BROKEN HEART (Marks)

Peggy Lee—Cap. 15022 • Buddy Clark—Col. 37985
 Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019
 John Laurenz—Mercury 5093 • Alan Dale—Sig. 15174
 The Five Bars—Bullet 1009 • Jack Owens—Tower 1263
 The Vanguards—Universal 34 • Phil Reed—Dance-Tone 176
 Russ Morgan—Dec. 24339 • Eddy Howard—Maj. 1236
 Bill Johnson—Vic. 20-2749 • Jerry Cooper—Diamond 2090

DREAM PEDDLER, THE (Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652
 Hal Derwin—Cap. 481 • Snooky Lanson—Merc. 5124

FOOL THAT I AM (Hill & Range—Mutual)

Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
 Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470
 Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104
 Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
 The Ravens—Nat. 9040

IT'S EASY WHEN YOU KNOW HOW (Pemora)

Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027
 Buddy Clark - Xavier Cugat—Col. 38135 • Blue Barron—MGM*

I WANT TO CRY (Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
 Dinah Washington—Mercury 8082

I WOULDN'T BE SURPRISED (Republic)

Harry Cool—Merc. 5080 • Sammy Kaye—Vic. 20-2761

LONG AFTER TONIGHT (BMI)

Kate Smith—MGM 10157 • Andy Russell—Cap. 15055
 Betty Rhodes—Vic. 20-2735 • Snooky Lanson—Merc. 5095
 Russ Titus—Musicana 14 • Yvette—Vita. 919

LOVE IS SO TERRIFIC (Mellin)

Les Brown—Col. 38060 • Art Lund—MGM 10126
 Helen Carroll & Satisfiers—Vic. 20-2672
 Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

SOMEONE CARES (Campbell-Porgie)

Vaughn Monroe—Vic. 20-2671 • Art Lund—MGM 10170
 Frankie Carle—Col. 38130 • Mills Brothers—Dec. 24409
 Eddy Howard—Maj.*

TERESA (Duchess)

Dick Haymes-Andrews Sisters—Dec. 24320 • Kay Kyser—Col. 38067
 Jack Smith—Cap. 484 • Vic Damone—Mercury 5092
 Do-Ray-Me Trio—Com. 7504 • Jan Garber—Tower 1435
 Three Blazers—Exclusive 261 • Joe Loss—Vic. 20-2819

TROUBLE IS A MAN (Regent)

Sarah Vaughan—Music. 533 • Hall Sisters—Vic. 20-2386
 Martha Davis—Dec. 24383 • Mary Ann McCall—Col. 38131
 Ginny Powell—Atlantic 860 • Peggy Lee—Cap.*

WHO PUT THAT DREAM IN YOUR EYES (Stuart)

Mark Warnow—Coast 8026 • Ray Carter—Rep. 122
 Chuck Foster—Merc. 5125 • Jack McLean—Coast 8015

YOU'RE GONNA GET MY LETTER (London)

Mary Osborne—Dec. 24308 • Guy Lombardo—Dec.*
 Adrian Rollini—Bullet 1023

* Soon to be released.

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



Theatre managers, with an eye toward hypoing slumping box office sales have climbed aboard the juke box bandwagon once again. Promotion minded flicker men have indicated this by repeated requests for information concerning the top juke box tunes being featured in their locale. Since the film companies have disclosed that they will concentrate, to a large extent upon musical productions, a great many theatre men intend promoting these films, by featuring the song hits from the picture on recordings in juke boxes displayed in the theatre lobby. It will be remembered that all parties who participated in a similar promotion last year, benefited vastly. Theatre-goers had an opportunity to hear the music prior to seeing the picture, which in turn impressed them in their record buying habits.

* * *

Music ops may obtain title strips in New York thru Abe Levine, Federal Music Co., 478 Tenth Ave....All hail "Popsie," who gets congrats, felicitations etc. on the grand opening of his ultra-swank photo studio...Ed Manning, advertising director of Decca Records resigned his post this past week. Ed's former assistant, Lester Krugman, upped to ad director...Art Satherlee, folk and western chief at Columbia just returned from a nationwide tour promoting Johnny Bond's disking of "John's Other Wife"...The new tune "A Girl From Peru," written by Charlie Tobias, and recorded by Freddy Martin on Victor and Guy Lombardo on Decca will be promoted via a nation-wide contest, the prize of which is, of all things, a two-week vacation to Peru...Francis Craig, currently playing to capacity audiences in Andre's "700 Club," Syracuse, N. Y., gave us a preview of his latest Bullet platter. Craig tells us that there are only three copies of the waxing above the Mason-Dixon line at the present time...ditty is titled "Do Me A Favor, Will Ya?"... "More Than Ever Before" continues to boom in Syracuse.

* * *

WEST COAST JABBER: It was still bootlegging and disk counterfeiting that remained on the tip of everyone's tongue this past week...Paul Reiner of Black & White, Art Rupe of Specialty and Aladdin's Mesner Bros. report some progress in their investigations; but all of them, and a few others in the disk biz still complain that sale of their hit recordings are just about halved by the bootleggers...St. Louis distrib Millner Sales Co. is reported to have been "picked up"...And that other rumor of L.A.'s biggy who was reported skipping town with a bundle of green—but a bundle...Local jocks and jukes throwing boquets to Sarah Vaughan, who adds another feather in her cap as she continues garnering hosts of plaudits with her rendition of "Nature Boy." MGM pic execs will be viewing the Beryl Davis screen test this month with more than usual interest since it will also be Frank Sinatra's debut as a director. If the test pans out successfully, Frank has been promised a musical short for his first official assignment.

* * *

Manor Distribs Irving Berman and Sam Lehrer, took over the metropolitan New York distribution of Laundrall washing machines recently...Firm will distribute under the banner of Broadway Appliance Dist. Co.... "Mike" Waldman named to head the slack department for DeLuxe Records, Linden, N. J. Dear Harry Link: Wait'll you hear of the idea we have!...Jack McCoy, famed plugger for Music Publishers Holding Corp. off to the coast for his usual spring jaunt...Irv Katz, Apollo Records prom chief sez he'll live to be a hundred with Bob Hannon's smash disking of "If I Live To Be A Hundred"...Art Mooney discharged from the hospital and ready to swing again.

THE CASH BOX

Record Reviews

"Pin Up Girl" (2:56)

"Boston Baked Boogie" (2:49)

SNUB MOSELY ORCH.
(Super Disc 1060)

● Piece of wax kicking up a mild storm in many sections of the nation is rendered here by the Snub Mosely ork, with the maestro himself on deck for the pleasant vocal refrain. It's the top deck, "Pin Up Girl" that might grab off the phono play. Snub's enchanting vocal spot makes for adequate listening pleasure, and altho it won't stop traffic, it will come in for some heavy play. Flip is a boogie as the title indicates, with Snub purring the lyrics once again. Wax weaves in jump tempo and should be attractive to the crowd that goes for this brand. Lend an ear in this direction.

"If I Should Lose You" (2:58)

"If You Believed In Me" (2:58)

EMILE JONES
(Staff 606)

● Kicking up a storm on a host of ops machines in the middle-west, this pair of sides by balladeer Emile Jones show as wax well loaded to score throughout the nation. Both sides spill in slow measure, with Emile offering a ton of fine vocal pleasure. Wax is of the intimate sort, and altho it is limited to race locations, we believe it should account for loads of coin play. Backing is favorable throughout, with the piper's voice in the spotlight. The disk rates your whirling it.

"Melody Time" (3:07)

"If You Were The Last Man in Omaha" (3:00)

LAWRENCE WELK ORCH.
(Decca 24416)

● Light delightful melody from the Lawrence Welk ork and the set up of "Melody Time" and "If You Were The Last Man In Omaha." Top deck should be well known by this time, it's the Disney flicker's plug tune "Melody Time." Vocal refrain by Bobby Beers is smooth and fashioned throughout, with the soft and yet light wordage filling the ether with nostalgic notes that satisfy. Flip is on the novelty vein, with Joan Mowery and Bob "Tex" Cromer in the vocal spotlight. Ditty has cute bounce rhythm to it and is pleasant enough as it stands. Welk's many fans should go for the pair.

"Someone Cares" (3:01)

"Confess" (3:00)

THE MILLS BROS.
(Decca 24409)

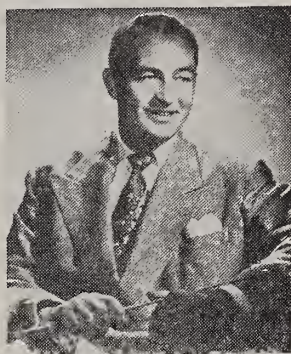
● The vocal harmony that this combo give with points the way for top phono play with this platter. The Mills Brothers display their vocal wares in excellent fashion with "Someone Cares," a slow, tuneful ditty that is literally loaded with nostalgia and sentimentality. Wax is soothing and refreshing as a soft mellow beat spikes the cookie. Flip, titled "Confess" adds laurels to the group as they spoon more light, delightful patterns in melody that shine brilliantly. Both sides will boost ops phono take.

SLEEPER OF THE WEEK

"A Little Street Where Old Friends Meet" (3:08)

"On The Little Village Green" (3:02)

FREDDY MARTIN ORCH.
(Victor 20-2826)



FREDDY MARTIN

● It's another clickeroo for maestro Freddy Martin and a harvest of coin for music ops with the platter! Plaintive ballading of Stuart Wade and The Martin Men on this piece title "A Little Street Where Old Friends Meet" makes for heart warming gladness and a shower of musical pleasure. Ditty moves along in drifting pace with Stuart vocalizing in excellent voice throughout. Wordage is refreshing and fascinating and is sure to captivate the ear of the most ardent music fan. Flip, titled "On The Little Village Green" is another enticing bit of wax with Clyde Rogers in the vocal saddle. Ditty weaves soft and low, with the vocal ensemble blending voices behind Clyde in extremely delicate styling. Take into account maestro Martin's wide following; the beautiful refrain this platter radiates and music ops are sure to find a winner on their hands.

"I Went Down To Virginia" (3:02)

"De-Re-Mi-Mi" (2:57)

LARRY CLINTON ORCH.
(Decca 24412)

● Pair of favorable sides by the Larry Clinton, the old Dipsy Doodler, show as favorable material for the phonos. Titled "I Went Down To Virginia" and "De-Re-Mi-Mi," Larry showers thrush Helen Lee to the mike on the pair for the vocal refrain. Both sides are rendered in light-hearted mood, with adequate instrumental backing supplied by the Clinton crew. Top deck, "I Went Down To Virginia" is the brighter of the two and may attract wide attention. The wax deserves a whirling nevertheless.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"Till We Meet Again" (3:03)

"It Must Be True" (3:06)

ARTIE WAYNE
(Majestic 1263)

● Fashionable, dulcet warbling of piper Artie Wayne and some stuff that can be used to boost phono play. Top deck is the old familiar "Till We Meet Again," with Artie spooning vocal-magic all over the place. Wax is enticing and makes for rapturous moments of musical pleasure. Flip is another top notch performance for Artie with the smooth melody of "It Must Be True." Orchestral backing by the Andy Phillips ork, and the vocal splendor of The Crew Chiefs both go a long way toward hyping the disks' potential. Ops won't go wrong by featuring this cookie.

"I'd Love To Make Love To You" (2:59)

"Gabriel's Heater" (2:49)

ERSKINE HAWKINS ORCH.
(Victor 20-2836)

● Bound to break into the national spotlight again via this pair of attractive sides, maestro Erskine Hawkins sets with "I'd Love To Make Love To You" and an instrumental bit, "Gabriel's Heater" as meat for phono ops. Top deck, with chirp Laura Washington to offer the vocal refrain shows as an item that can catch on. Laura's purring coupled with some mellow background music spike the platter to label it a potential coin winner. Flip shows the gang displaying their instrumental wares in top fashion with solo spots flashing throughout. Both sides for the race spots.

"Do It Again" (2:15)

"Teach Me, Teach Me, Baby" (2:12)

BONNIE BAKER
(Universal 8599)

● Making a break for phono fame again, Bonnie Baker, the little lady of the wee voice shows with a pair that have possibilities. It's "Do It Again" and "Teach Me, Teach Me, Baby" that offer the cause here. Top deck is well known by music ops and may ride hot and heavy with music ops. Flip, a bit of a novelty ditty shows Bonnie at her best, wailing the flowery wordage. Altho both sides won't draw shrieks and the like, ops might find the wax useful as filler material.

"Time Out For Tears" (3:02)

"All My Dreams" (2:58)

SAVANNAH CHURCHILL
(Manor 1116)

● Here's a pair that can't possibly miss! Savannah Churchill, coupled with The Four Tunes blend pipes to come up with a double decker that spells coin play all over the lot. "Time Out For Tears" with Savannah to the mike, has the fair lady purring the heavy wordage in top fashion. Wax makes for delightful listening pleasure and puts the listener in a most receptive mood. Flip, "All My Dreams" has this great combo in by far the best voice ever. Disk is smooth throughout with the harmony work weaving excellently. You'll go for the somber effect this disk wields—then run out and latch on.

VAUGHN HORTON

extends
Sincere
Thanks

to...



CLEVELAND PHONO OPERATORS ASS'N
 for their selection of
 "TOOLIE OOLIE DOOLIE" as
 HIT TUNE OF THE MONTH

PHONO OPERATORS OF EASTERN PA.
 for their
 selection of "TOOLIE OOLIE DOOLIE" as
 CLICK TUNE OF THE MONTH

THE TRADE PRESS & NEWSPAPERS
 for their Rave Notices

THE NATION'S OPERATORS
 who are featuring
 "TOOLIE OOLIE DOOLIE"
 in the No. 1 Spot

THE DISK JOCKEYS OF AMERICA
 for their
 cooperation and consistent play

DISTRIBUTORS AND DEALERS
 for their
 re-orders of "TOOLIE OOLIE DOOLIE"
 making possible its HIT rating

VAUGHN HORTON'S
Original Recording of His Own Composition
"TOOLIE OOLIE DOOLIE"

CONTINENTAL RECORD No. 1223

Just Concluded
 Smash Engagement
 STATE THEATRE, Hartford, Conn.

For Personal Appearances: CHARLES YATES
 ASSOCIATED BOOKING CORP.
 745 Fifth Ave., N. Y.

Hint Decca-Majestic Pact

CHICAGO—Rumors here are to the effect that an agreement has been concluded between Decca and Majestic Records. According to reports, all masters now accepted as assets in the Federal bankruptcy action of Majestic will remain the property of the trustees.

But, all those masters which haven't as yet been pressed, will be taken over by Decca. Decca is rumored to be planning to press and distribute these masters through their organization under the Majestic label or possibly another name. Reliable sources here indicate that negotiations may be completed within the next ten to fourteen days.

Standard Songs are MONEY MAKERS!

"I'VE GOT A CRUSH ON YOU"

Recorded by

FRANK SINATRA—Columbia 38151

SARAH VAUGHAN—Musicraft 505

MARY MARTIN—Decca 24227

Published by: NEW WORLD MUSIC PUB. CO.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

★ ★

DON'T MISS THIS MUST!

FRANKIE LAINE'S "THAT AIN'T RIGHT"

MERCURY #5114

★ ★

ART MOONEY

AT A
SIDEWALK
PENNY ARCADE

M-G-M RECORDS

The Records You Need!

Write, Wire or Phone
For Complete List and Prices

M.S. Distributing Co.

1350 E. 61st ST. • CHICAGO 37

Milt Salstone

Thank You Operators...

FOR YOUR PART IN MAKING
OUR FIRST ***SMASH HIT!!***

"LOWE * GROOVIN"

* Dedicated to Jackson Lowe, Radio Station WWDC, Washington, D. C.

ATLANTIC
855

JOE MORRIS and his orchestra
Featuring the Torrid
Tenor Sax of Johnny Griffin

ATLANTIC RECORDS

208 West 56th St. • New York 19, N. Y.

BEST

BET

DANA

"TOODLE-OO BABY"

(Too Smart Polka)

and

"TELEVISION"

Dana 2016

DANA RECORDS

286 FIFTH AVE. NEW YORK.

A TWO MINUTE
NICKLE GRABBER

BE SURE TO HEAR

JACK OWENS' "THE HUKILAU SONG"

Backed By

"I'LL WEAVE A LEI OF STARS
FOR YOU"

Just Recorded On

TOWER RECORD No. 1436



Awarded
for the
Best Record
of 1947

VITA^{acoustic}

MEANS

"LIVING SOUND"

No Money Trouble Here!

"TROUBLE IS A MAN"

Recorded by

GINNIE POWELL with
BOYD RAE BURN ORK

on

ATLANTIC No. 860



REGENT MUSIC CORP., 1619 BROADWAY, NEW YORK, N. Y.



New Release . . .

"LIL' LIZA JANE"
backed with
"BABY FACE"
by
BUDDY HARRIS & His Lone
Star Playboys
MODERN 20-579

JOE DAVIS BREAKS WITH 50c PLATTER!

NEW YORK—Joe Davis, veteran figure in the music industry, this past week announced the formation of Beacon Records, who will issue a new platter to market for a wholesale price of 50c.

In the face of rising costs and increased overhead, Davis' announcement is certain to prove of import to music operators throughout the nation.

In disclosing the details of the new low-cost platter, Davis declared, "I fully realize that I am attempting to overcome many obstacles. Nevertheless, I also realize that by issuing this 50c record, I am paving the way for greater and increased sales to the automatic music machine industry. Music operators today are faced with a serious problem—one that definitely stems from the high cost of records."

"Beacon Records are made of the finest materials. The tone quality is superb and compares favorably with that of other companies. I am endeavoring to bring out new artists and most of all, I am trying to issue songs that are different and have not been recorded for any other company."

"Knowing talent and material makes me feel certain that I can supply coin machine operators and dealers with records that will sell."


Davis further disclosed that the records will be sold directly thru his office, with no territorial distributors involved. The platter will wholesale for 33c. Records will be distributed among juke box associations and disk jockeys on vinylite to facilitate operators and consumers needs. Title strips will also be issued free to music operators. In addition, Davis stated that all orders will be delivered at the expense of the plattery.

First release for Beacon are two sides by the Red Caps, "Words Can't Explain" and "Strictly On The Safety Side."



The RAVENS
The Quartet You'll Rave About
Exclusive NATIONAL
Recording Artists
UNIVERSAL
ATTRACTIONS
347 Madison Ave.
New York

DOUBLE-DECKER SMASH
"THERE'S NO YOU"
"TOGETHER"
National 9042



★ **CAMILLE HOWARD** AND HER TRIO
A New Star on Her First Release!
★ "YOU DONT LOVE ME"
backed by
★ "X-TEMPERANEOUS BOOGIE"
SP 307

OPS
YOU'LL JUMP
FOR JOY
WITH...

THE BALLAD HIT OF THE YEAR
"I WANT TO CRY"
Recorded by
SAVANNAH CHURCHILL . . Manor 1129
DINAH WASHINGTON . . Mercury 8082
CHRIS CROSS & ORK . . Sterling 4004
Getting Nationwide Disk Jockey plays—
ORDER YOUR FAVORITE VERSION NOW!

Published by: EXCELSIOR MUSIC PUB. CO. • 1619 B'way, N. Y. 19

BEST BET for the BOXES

**"TELL ME
A STORY"**
recorded by
SAMMY KAYE
and his Orchestra on
RCA Victor 20-2761
Published by
LAUREL MUSIC CO.
1619 BROADWAY NEW YORK

FLASH!! ACCEPT NO SUBSTITUTES!
THE SMASH HIT ORIGINAL is by DON and SANDRA STEELE
"MY HAPPINESS" **DAMON RECORDS**
ONLY
D-11133

BEING WIDELY IMITATED—OUR UNEQUALLED SMASH RECORD HAS VOCAL DUET
WITH INSTRUMENTAL BACKGROUND

DEMAND DAMON D-11133

SEE NEAREST DISTRIBUTOR LISTED APRIL 24 ISSUE of "THE CASH BOX" or WRITE

DAMON RECORDING STUDIOS, INC.
1221 BALTIMORE AVENUE
KANSAS CITY, MO.

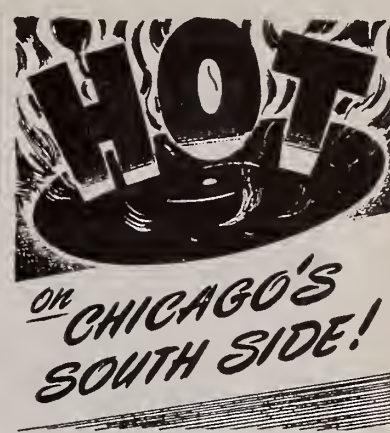
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to *The Cash Box* By Leading Music Operators In New York City's Harlem Area.



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to *The Cash Box* By Leading Music Operators In New Orleans.



1 NATURE BOY
King Cole
(Capitol 15054)

GOOD ROCKING
TONIGHT
Wynonie Harris
(King 4210)

INFLATION
BLUES
Louis Jordan
(Decca 24381)

FINE BROWN
FRAME
Nellie Lutcher
(Capitol 15032)

2 35-30
Paul Williams
(Savoy 661)

REET PETITE
& GONE
Louis Jordan
(Decca 35481)

YOU DON'T
LOVE ME
Camille Howard
(Specialty 307)

IF I SHOULD
LOSE YOU
Emile Jones
(Staff 606)

3 TOMORROW
NIGHT
Lonnie Johnson
(King 4201)

NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

HEY LITTLE
GIRL
Paul Gayten
(DeLuxe 1138)

4 GOOD ROCKING
TONIGHT
Wynonie Harris
(King 4210)

TOMORROW
NIGHT
Lonnie Johnson
(King 4201)

REET PETITE
& GONE
Louis Jordan
(Decca 35481)

THE MOJO
Sax Mallard
(Aristocrat 2001)

5 BUBBLES
Bill Moore
(Savoy 662)

THAT'S WHAT
I LIKE
Julia Lee
(Capitol 15060)

ALL MY LOVE
BELONGS TO
YOU
Bull Moose Jackson
(King 4189)

NATURE BOY
King Cole
(Capitol 15054)

6 RECESS IN
HEAVEN
Dan Grissom
(Jewel 2004)

KING SIZE
PAPA
Julia Lee
(Capitol 40082)

FINE BROWN
FRAME
Nellie Lutcher
(Capitol 15032)

THERE'S
NO YOU
The Ravens
(National 9042)

7 TIME OUT
FOR TEARS
Savannah Churchill
(Manor)

I'M SO GLAD
Lonnie Johnson
(King)

TOMORROW
NIGHT
Lonnie Johnson
(King 4201)

YOU DON'T
LOVE ME
Camille Howard
(Specialty 307)

8 ALL MY LOVE
BELONGS TO
YOU
Bull Moose Jackson
(King 4189)

FINE BROWN
FRAME
Nellie Lutcher
(Capitol 15032)

MILKY WHITE
WAY
Trumpeteers
(Score 5001)

LONG GONE
Sonny Thompson
(Miracle)

9 KING SIZE
PAPA
Julia Lee
(Capitol 40082)

RECESS IN
HEAVEN
Dan Grissom
(Jewel 4004)

LONG GONE
Sonny Thompson
(Miracle 126)

BUBBLES
Bill Moore
(Savoy 662)

10 LONG GONE
Sonny Thompson
(Miracle 126)

I WANT A
BOWLEGGED
WOMAN
Bull Moose Jackson
(King 4189)

TEAR DROP
BLUES
Jimmy Liggins
(Specialty 521)

35-30
Paul Williams
(Savoy 661)

WE HAVE IT!



THE ORIGINAL!
T. TEXAS
TYLER'S

Amazing Recording
"DECK OF CARDS"
FOUR STAR #1228

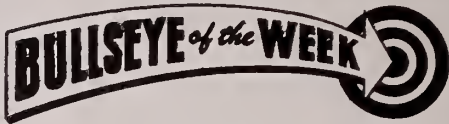
Other Records Available by T. Texas Tyler
(THE MAN WITH A MILLION FRIENDS)

- # 1008 Remember Me—Oklahoma Hills (Tex's Famous Theme Song)
- | | |
|---|------------------------------------|
| #1167 Follow Through | #1166 Old Fashioned Love |
| #1149 You Doggone Son of a Gun | #1152 Red Light |
| #1151 Fairweather Baby | #1141 In My Little Red Book |
| #1140 Tell Your Lies to the Man in the Moon | #1115 I've Heard That Story Before |
| #1114 Guitar Boogie Woogie | #1063 It's Been So Long, Darlin' |
| #1062 You Nearly Lose Your Mind | #1052 Gals Don't Mean a Thing |
| #1051 I Hung My Head and Cried | #1022 Beautiful Morning Glory |
| #1021 Home in San Antone | #1009 Filipino Baby |



For the Best in Folk Music
210 NORTH LARCHMONT AVE. HOLLYWOOD 4, CALIF.

"Folk" and "Western" RECORD REVIEWS



"Suspicion"
"Flo, From St. Joe, Mo."

TEX WILLIAMS
(Capitol 40109)

● Novel ditty presented in the grand manner of Ted Williams and his Western Caravan is one that is sure to become a boffo for music ops. Wailing the cute lyrics to "Suspicion," Tex shows his excellent vocal flavoring in top fashion while his group backs him in adequate fashion. It's the lyrics that will hypo phono play, with Tex spooning them in brilliant styling. Flip is another cutie with title to match. This side will undoubtedly have the folks from St. Joe, Mo. going helter skelter wild for the platter. Wax offered in top notch mood with Tex rendering another sparkling performance. Both sides will prove to be grade A coin cullers to music ops.

"Texarkana Baby"
"Bouquet Of Roses"

EDDY ARNOLD
(Victor 20-2806)

● Ops are bound to see this tune among their best played records in nothing flat! With Eddy Arnold in the saddle for the pleasant melody of "Texarkana Baby" we see no reason for this ditty not clicking. Eddy's fond pipes offer this easy piece in bright styling with effective background music throughout. Flip is another potential winner with Eddy lending the deck loads of pleasantry. Get next to "Texarkana Baby"—pronto!

"Letter To Mother"
"Deck Of Cards"

LINN BURTON
(Universal 114)

● Pair of favorable-flavorful sides by Linn Burton and some wax that should boost ops take. Top deck, titled "Letter To Mother" is a dramatic piece with Linn's narrative showing effectively. Flip, "Deck Of Cards" is the religious piece kicking up a storm throughout the nation. Linn's rendition makes for pleasant listening and should meet with fair approval. Ops who have the spots would do well to use this duo.

"Don't Make Me Go To Bed"
"I'm Waltzing With A Broken Heart"

RED FOLEY
(Decca 46126)

● Pair of sides bound to evoke tears and the like are rendered here by the very popular Red Foley and show as meat for music ops. Top deck steals a march as Red showers "Don't Make Me Go To Bed" in effective vocal style. Stuff is really low and moody—folks that go for this will go hot and heavy. Flip is an adequate waltz piece that may be used as excellent filler material. Take note of Red's wide popularity, then run out and grab a handful of this hunk of wax.

4 hits scoring BULLSEYES wherever played "I'M A LONELY LITTLE PETUNIA" (IN AN ONION PATCH)

Recorded By

DICK (TWO TON) BAKER	MERCURY
LAWRENCE WELK	DECCA
THE HAPPY GANG	R.C.A. VICTOR (CAN)
TOMMY TUCKER	COLUMBIA
HARMONAIRES	EMBASSY

"THE LITTLE WHITE HOUSE" (WITH THE LITTLE GREEN BLINDS)

Recorded By

MILT HERTH TRIO and LARRY DOUGLAS DECCA

"GIN RUMMY POLKA"

Recorded By

THE TEMPT-TONES	TOWER
AL STUART	EMBASSY

SCORES as the
"... surefire ... sensational
novelty ... excellent"



THE CASH BOX—APRIL 24
JOHNNY BOND'S sock Columbia Recording No. 38160

"JOHN'S OTHER WIFE"

Another "Jukie" version by JOHNNY MORRIS on ORPHEUS RECORDS

Standards: "BROTHER BILL"—"CHOO CHOO CH' BOOGIE"

RYTVOC, INC. MUSIC PUBS. 1585 BROADWAY, NEW YORK 19, N. Y.
DEANNA BARTLETT MAURIE HARTMANN

THE CASH BOX REPORTS

THE NATION'S



**HILLBILLY
FOLK & WESTERN
JUKE BOX TUNES**

1 DECK OF CARDS
"T" Texas Tyler
(4-Star 1228)

2 ANYTIME
Eddy Arnold
(Victor 20-2700)

3 WAITING FOR THE
TRAIN
Ernest Tubbs
(Decca 46119)

4 WALTZ OF THE
WIND
Roy Acuff

5 WHAT A FOOL I WAS
Eddy Arnold
(Victor 20-2700)

**ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY**

SIGNED, SEALED AND
DELIVERED
Cowboy Copas
(King 658)

TENNESSEE WALTZ
Jimmie & Leon Short
(Decca 46122)

PEPPIN' THRU THE
KEYHOLE
Johnny Tyler
(Victor 20-2620)

SLAP 'ER DOWN
AGIN, PAW
Esmerelda
(Musicraft 524)

I'LL HOLD YOU IN
MY HEART
Eddy Arnold
(Victor 20-2332)

NATIONAL'S
Answer to a
DEALER'S PRAYER

JUST RELEASED

UNA MAE CARLISLE
9044 "WHERE THE RIVER MEETS THE SEA"
"STOP GOING THROUGH THE MOTIONS"

JOE TURNER
4017 "THAT'S WHAT REALLY HURTS"
"WHISTLE STOP BLUES"

**A JUKE BOX
NATURAL**

"WHO PUT THE LAW IN MOTHER-IN-LAW"
5017 "NATIONAL POLKA"
DICK THOMAS with F. ZARKEVICH ORCHESTRA

"FOR YOU" • "SEARCHING FOR LOVE"
9039 THE RAVENS

"TOGETHER" • "THERE'S NO YOU"
9042 THE RAVENS

"ALL OF ME" • "SHE'S GOT BLUES FOR SALE"
9041 BILLY ECKSTINE

NATIONAL
Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.



**IF "OSCAR'S"
WERE GIVEN FOR
OUTSTANDING
Needle PERFORMANCE**

Permo Point Round and Permo Point Elliptical would
top the list for:

**EXTREMELY LONG NEEDLE LIFE
UNEQUALLED KINDNESS TO RECORDS
DEPENDABILITY ON LOCATIONS
ECONOMY — still at the same low price!**

More Perma needles sold than all other longlife
needles combined.

PERMO POINTS

Made by the original and world's largest manufacturer
of longlife phonograph needles.

PERMO, Incorporated
Chicago 26

★ ★ STAR ★ ★
TRANSLUCENT

BLANK

**TITLE
STRIPS**

**THE FINEST, WHITEST PAPER OBTAINABLE.
\$1.50 PER BOX OF 4000 STRIPS . . . AT YOUR
SEEBURG DISTRIBUTOR**

STAR TITLE STRIP CO., Inc. P. O. BOX 6125
PITTSBURGH 12, PA.

HITS OF THE WEEK

on M-G-M Records



ART MOONEY
and his Orchestra

BRIDE AND GROOM POLKA
Vocal by The Galli Sisters
AT A SIDEWALK PENNY ARCADE
Vocal by Bud Brees and Dally Galli
M-G-M 10183

ART LUND
Orchestra conducted by
Johnny Thompson

**IT ONLY HAPPENS WHEN
I DANCE WITH YOU**
(From the M-G-M Picture "Easter Parade")
MAY I STILL HOLD YOU
(When The Dance Is Over)
M-G-M 10184

ZIGGY ELMAN
and his Orchestra

**ZAGGIN' WITH ZIG
MY REVERIE**
(Based on Claude Debussy's "Reverie")
M-G-M 10179

THE JACKIE PARIS TRIO

**I'VE GOT A WAY WITH WOMEN
I'VE GOT A CRUSH ON YOU**
(From "Strike Up The Band") Both vocals by Jackie Paris
M-G-M 10186

**BUDDY KAYE
QUINTET**
and the TUNE TIMERS

**DONNA BELLA
IT'S MAGIC**
(From Warner Bros. Film "Romance On The High Seas")
Both vocals by Artie Malvin
M-G-M 10187

THE KING'S MEN
with Instrumental
Accompaniment

**PECOS BILL
LITTLE TOOT**
(Both from Walt Disney's "Melody Time")
M-G-M 10178

ROME JOHNSON
with his Saddle Pals

IT'S FUNNY NOW
(But It Wasn't Funny Then)
NO ONE WILL EVER KNOW
M-G-M 10181

DENVER DARLING
with his Ozark Playboys

LITTLE STRANDS OF SILVER
(Shining Through The Gold)
IF THAT'S THE WAY YOU WANT IT
(That's The Way It's Gonna Be)
M-G-M 10182

M-G-M COIN CATCHERS

HELEN FORREST'S *Worry, Worry, Worry* M-G-M 10168
BOB HOUSTON'S *Laroo, Laroo, Lilli Bolero* M-G-M 10166
JACK FINA'S *Piano Portraits Boogie* M-G-M 10135

M-G-M RECORDS

THE GREATEST NAME



IN ENTERTAINMENT



CHICAGO—They're betting along the street here that the recording ban will be all over within the next 60 days... due to the fact that both sponsors of the Taft-Hartley Act are eager to push thru an amendment whereby Jimmy Petrillo will once again be able to get that 2 million bucks for the boys of the AFM... *The Cash Box* published news in this regard some sixty days ago, but was told at the time by record leaders that this couldn't and wouldn't happen.

They're still talkin' about this past Sunday night when the dancers at the Aragon heard both Eddy Howard and Russ Morgan on the bandstand... this may open a new era of double names on stands, some say... Tony Martin is wow-ing 'em at the Oriental and, since he's also appearing in the pic ("Casbah") featured at this theatre... Tony's name gets double lites... The Chicago Theatre, rumor has it, will take over stage shows from the State & Lake. Stage shows were always one of the outstanding features of the Chicago and one of the reasons for making this theatre nationally reknown... By the way, lest we forget, Raymond Scott is doing a bang-up job at the Oriental, too, and should be given loads of applause for the way he's shot himself into favor with all audiences... Whatever else can be said for Stan Kenton's "progressive jazz"... it sure has won him reams of publicity... Chester Conn of BVC in town this past week hustling around as per usual.

Mayor Kennelly has declared week of May 2 to 8 "Music Week" here and all disc jocks are going 'way out of their way to give with the best music programs they can think up... whereas juke box men everywhere in town are planning to make "Music Week" their own feature with signs, posters, streamers, etc., calling attention to the fine music which can be had so economically from the juke boxes... it may bring about bigger collections according to leading operators here... Stan Kenton and the lovely June Christy along with the King Cole Trio, now sharing the spotlight in Minneapolis where they entertained juke box ops from four states, Minnesota, Wisconsin, North and South Dakota who held their annual convention at the Hotel Radisson, will be moving into the Windy City next... Hal McIntyre also in Minneapolis this past week and also entertained the music box men there... the Modernaires with Paula Kelly playing the Flame Room at the Radisson were applauded every eve by the juke box people who came down to see them in person.

Jerry Abbott, singing star for Aristocrat platters, and one of the sweetest voiced guys, will be opening at the College Inn on May 7. His recording of "Just Friends" having grabbed a "Sleep-er" here some weeks back... Rumor around the street has it that Kay Starr will step into the Spike Jones' show should Dorothy Shay leave... and the ops here who have heard Kay believe she'll more than make good... her latest release for Capitol being featured by this plattery to all the juke box ops in town... Dick Bradley of Tower has been around visiting the disc jockeys in our town with those Hawaiian gals who helped make "The Hukilau Song" featuring Jack Owens... Dick expecting this disk to be one of Tower's biggest clicks... Lynn Burton, disc jock here, has a Universal release, "Deck Of Cards" backed with "Letter To Mother" and the firm feel here's one all the juke box ops will go for... Nat (King) Cole in for a grand reception from the ops because of his "Nature Boy" platter which incidentally, is tearin' em to bits here.

Cleveland-Philly Ops Select Record of Month Tunes

NEW YORK—The Cleveland Phonograph Merchant's Association, and the Philadelphia Music Operators Association this past week disclosed the selection of their monthly "Disk's Of the Month."

The Cleveland group selected "The Sentimental Thing To Do" as the Hit Tune for the Month of May. Advance response by music ops in Cleveland prompted the selection, Jack Cohen, president of the association declared.

Selected as the Click Tune of the Month in Philadelphia was "We Just Couldn't Say Goodbye" which received top balloting by a wide majority.

Both songs will be placed in the number one position in a total of more than 7500 juke boxes in both Cleveland and Philadelphia.

"BABE"

(A Dedication to Babe Ruth)

Backed by

"TAKE ME OUT TO THE BALL GAME"

by

The Ferko "HEARTBREAKER"
String Band

PALDA RECORD #115

JACK LACY of Station W-I-N-S played this number once, and the station switchboard lit up like a Christmas tree!! THE DEMAND WAS SO GREAT HE HAD TO PLAY IT AGAIN!

THIS RECORD IS
CATCHING ON BIG!

TITLE STRIPS FREE

GEORGIA MUSIC CORP.

489 TENTH AVENUE
NEW YORK CITY

(PHONE: BRyant 9-4567)

Current Releases
by **KING**

KING 706

RED ROSES TIED IN BLUE

backed by

Carolina Waltz

by CLYDE MOODY

KING
RECORDS

1540 BREWSTER AVE.
CINCINNATI 7, OHIO

A GANG OF RECORDS FROM WALT DISNEY'S NEW HIT MUSICAL

"Melody Time"

OPS: "Melody Time" will soon be showing in your territory—Cash in by placing your orders NOW with your local distributor.

The Greatest Western since "THE LAST ROUND-UP" "BLUE SHADOWS ON THE TRAIL"

by Johnny Lange & Eliot Daniel

Recorded by

BUDDY CLARK	Columbia 38170
BING CROSBY	Decca 24433
DENNY DENNIS	London 223
VAUGHN MONROE	RCA Victor 20-2785
ART MOONEY	MGM 10204
ROY ROGERS and	
SONS OF THE PIONEERS	RCA Victor 20-2780
ANDY RUSSELL	Capitol 15063
FOY WILLING	Majestic 6030

The Rootin' Tootin' Cowboy Novelty "PECOS BILL"

Recorded by

DICK JURGENS	Columbia 38177
SAMMY KAYE	RCA Victor 20-2786
KINGS MEN	MGM 10178
TEX RITTER	Capitol 40106
ROY ROGERS and	
SONS OF THE PIONEERS	RCA Victor 20-2780
CAPT. STUBBY	Majestic 1254

Themed Throughout "MELODY TIME"

By Bennie Benjamin & George Weiss

Recorded by

BUDDY CLARK	Columbia 38170
HAL DERWIN	Capitol 15071
ALAN GERARD	National 7023
VAUGHN MONROE	RCA Victor 20-2785
LAWRENCE WELK	Decca 24416

A Cute Ditty

"LITTLE TOOT"

By Allie Wrubel

Recorded by

SAMMY KAYE	RCA Victor 20-2786
KINGS MEN	MGM 10178
DON WILSON and	
THE STARLIGHTERS	Capitol Das-80

LISTED ALPHABETICALLY

Published by

SANTLY-JOY, Inc.
1619 BROADWAY • NEW YORK 19

THE CASH BOX

DISC-HITS
BOX SCORECOMPILED BY
JACK "One Spot" TUNNISIN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEYBOX SCORE TABULATION COMPILED ON THE AVERAGE
INDIVIDUAL PURCHASE ON THE BASIS OF 1000 REC-
ORDS—LISTED IN ORDER OF POPULARITY, INCLUDING
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-
CORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	MG—M-G-M
AP—Apollo	MI—Miracle
AR—Aristocrat	MN—Manor
BU—Bullet	MO—Modern
CA—Capitol	MU—Musicraft
CE—Celebrity	NA—National
CN—Continental	RA—Rainbow
CO—Columbia	RE—Regent
CS—Coast	SA—Savoy
DE—Decca	SD—Super Disc
DEL—DeLuxe	SI—Signature
EX—Exclusive	SP—Specialty
JD—Joe Davis	SN—Standard Phono
KI—King	ST—Sterling
LI—Lissen	TR—Trilon
LO—London	UN—Universal
MA—Majestic	VI—Victor
ME—Mercury	VT—Vitacoustic

1—SABRE DANCE May 1 Apr. 24
101.4 105.9

CO-38102—WOODY HERMAN O.
Swing Low, Sweet Chariot
DE-24388—VICTOR YOUNG O.
For Whom The Bell Tolls
MG-30048—MACKLIN MARROW
SI-15180—RAY BLOCH O.
Minuet In G
RE-111—DON HENRY TRIO
Turnpike Polka
VI-20-2721—FREDDY MARTIN O.
After You're Gone

2—MANANA 100.9 105.2

CA-15022—PEGGY LEE
DE-24333—THE MILLS BROS.
I Wish I Knew The Name
LO-187—EDMUNDO ROSS
The Cocoanut
VI-20-2819—JOE LOSS O.
Teresa

3—NOW IS THE HOUR 99.1 130.2

CA-15024—MARGARET WHITING
But Beautiful
CO-38061—HORACE HEIDT O.
I'll Never Say I Love You
CO-38115—BUDDY CLARK
Peculiar
CM-7502—JERRY WALD O.
I Hate To Lose You
DE-24279—BING CROSBY
Silver Threads Among The Gold
DE-24378—BOB CARROLL
Sapphire Of The Tropics
LO-110—GRACIE FIELDS
Come Back To Sorrento
ME-5103—LES PAUL TRIO
My Extraordinary Gal
MG-10125—KATE SMITH
I'll Never Say I Love You
MU-532—SHEP FIELDS O.
Lone Star Moon
MA-1191—EDDY HOWARD O.
True
SI-15178—RAY BLOCH O.
Nina-Nana
VI-20-2704—CHARLIE SPIVAK O.
Who Are We To Say

4—BECAUSE 74.4 71.4

AP-1068—HAL WINTERS
Because
VI-20-2653—PERRY COMO

5—I'M LOOKING OVER A FOUR LEAF CLOVER May 1 Apr. 24
59.3 82.2

CA-491—ALVINO REY ORCH.
Spanish Cavalier
CO-38100—TINY HILL ORCH.
Show Me The Way To Go Home
CO-38082—CODY FOX
I Only Want A Buddy
CO-38081—ARTHUR GODFREY
The Thousand Islands Song
DE-24319—RUSS MORGAN ORCH.
Bye Bye Blackbird
ME-5100—UPTOWN STRING BAND
ME-5105—FRANKIE LAINE
MG-10119—ART MOONEY ORCH.
The Big Brass Band From Brazil
MU-543—THE POLKA DOTS
RA-10043—JIMMY SAUNDERS
Heart Breaker
SI-15117—RAY BLOCH ORCH.
But Beautiful
TR-220—ALEXANDER ORCH.
VI-20-2668—THE THREE SUNS
Eccentric
VI-20-2787—CURLY HICKS
Limehouse Blues

6—HAUNTED HEART 54.5 36.5

CA-15023—JO STAFFORD
I'm My Own Grandmaw
CO-38112—BUDDY CLARK
First Prize At The Fair
CO-38083—BUDDY CLARK
Matinee
DE-24362—GUY LOMBARDO O.
Saturday Night In Central Park
DE-24370—BING CROSBY
Moonlight On A White Picket Fence
ME-5120—VIC DAMONE
Tell Me A Story
MG-10153—GEORGE PAXTON O.
Dream Girl
VI-20-2713—PERRY COMO
Carolina Moon
VI-45-0050—RUSS CASE O.
Inside U. S. A.

7—BEG YOUR PARDON 52.5 69.5

BU-1700—FRANCIS CRAIG O.
CA-490—DINNING SISTERS
Melancholy
CO-38036—FRANKIE CARLE O.
The Dream Peddler
DE-24339—RUSS MORGAN O.
ME-5109—SNOOKY LANSON
MG-10140—ART MOONEY ORCH.
VI-20-2647—LARRY GREEN O.
Can It Ever Be The Same

8—LITTLE WHITE LIES 45.6 35.8

CO-38114—DINAH SHORE
Crying For Joy
DE-24280—DICK HAYMES
Sierra Madre
VI-27521—TOMMY DORSEY O.

9—TOOLIE OOLIE DOOLIE 41.2 28.2

CA-15059—THE SPORTSMEN
CN-1223—VAUGHN HORTON
DA-2015—DANA SERENADERS
DE-24380—ANDREWS SISTERS
FL-5005—ALPINE BELLES
LO-201—JOHNNY DENNIS
SR-5505—LARKIN SISTERS
ST-1013—DICK HAYMAN
VI-25-1114—HENRI RENE O.

10—BABY FACE 36.9 29.8

AP-1114—PHILLIE ALL STAR STRING BAND
Bye, Bye, Blackbird
CO-30014—JERRY WAYNE & DELL TRIO
DE-25356—HENRY KING O.
Oh, You Beautiful Doll
KR-216—UPTOWN STRING BAND
ME-2120—AQUA STRING BAND
MG-10156—ART MOONEY O.
Encore Cherie
ST-294—HUM & STRUM
TO-294—BENNY STRONG O.
PA-1105—FERKO STRING BAND
UN-627—MILT SCOTT ORCH.
VI-22879—SAMMY KAYE O.
Miss You

11—SHINE May 1 Apr. 24
39.8 25.4

DE-48074—SLIM GREEN
What's The Reason
DE-25354—ELLA FITZGERALD
Darktown Strutters Ball
DE-25353—GUY LOMBARDO O.
Corn Silk
DE-24382—THE MILLS BROS.
Love Is Fun
ME-5091—FRANKIE LAINE
We'll Be Together Again
VI-20-2760—HOT QUINTETTE
Ebony Rhapsody

12—MATINEE 32.3 17.9

CA-15041—GORDON MacRAE
Feathery Feelin'
CO-38083—BUDDY CLARK
Haunted Heart
DE-24375—BOB EBERLY
It's All Over But The Crying
VI-20-2671—VAUGHN MONROE O.
If Someone Cares

13—NATURE BOY 32.1 23.0

CA-15054—KING COLE
Lost April
MU-567—SARAH VAUGHN
I'm Glad There Is You

14—LAROO LAROO LILLI BOLERO 29.1 26.2

CA-15048—PEGGY LEE
Talking To Myself About You
CO-38130—FRANKIE CARLE O.
Someone Cares
DE-24404—BING CROSBY
The Story Of Sorrento
ME-5121—VIC DAMONE
My Fair Lady
MG-10166—BOB HOUSTON
I Still Love You
MU-546—SHEP FIELDS O.
Hold It Joe
VI-20-2734—PERRY COMO

15—TELL ME A STORY 27.4 11.5

CO-38050—FRANKIE CARLE O.
My Promise To You
DE-24329—AMES BROTHERS
ME-5120—VIC DAMONE
Haunted Heart
MG-10144—BOB HOUSTON
VI-20-2761—SAMMY KAYE O.
I Wouldn't Be Surprised

16—ST. LOUIS BLUES MARCH 24.4 23.8

VI-20-2722—TEX BENEKE O.
Cherokee Canyon

17—THE DICKEY BIRD SONG 20.8 14.7

CO-38085—THE DELL TRIO
Encore Cherie
DE-24301—LARRY CLINTON O.
Ooh! Looka There
MA-1234—GEORGE OLSEN O.
Thoughtless
MG-10138—BLUE BARRON O.
My Cousin Louella
VI-20-2617—FREDDY MARTIN O.
If Winter Comes
VT-22—JOAN EDWARDS

18—YOU WERE MEANT FOR ME 16.4 5.0

CA-15027—GORDON MacRAE
Thoughtless
CO-36298—CLAUDE THORNHILL O.
Paradise
DE-25313—CONNIE BOSWELL
*I Can't Give You Anything
But Love, Baby*
ME-5117—HARRY BABBITT
MG-10146—HELEN FORREST
That Feathery Feeling
MG-10140—ART MOONEY O.
Beg Your Pardon
VI-20-2745—LESLIE SCOTT
Under A Blanket of Blue
VI-20-2716—CHARLIE SPIVAK O.
I've Been A Good Girl

May 1 Apr. 24

19—THE THOUSAND ISLANDS SONG 14.2 6.9

CA-15008—JOHNNY MERCER
Hooray For Love

CO-38081—ARTHUR GODFREY
I'm Looking Over a Four Leaf Clover

MG-10136—KORN KOBBLERS

VI-20-2619—LOUIS PRIMA O.
I'm Living A Lie

20—THOUGHTLESS 11.9 13.1

CA-15027—GORDON MacRAE
You Were Meant For Me

CO-38079—DORIS DAY
I've Only Myself To Blame

CS-8039—CURT MASSEY

DE-24318—GUY LOMBARDO O.
I'll Dance At Your Wedding

LO-143—THE SQUADRONAIRES
That Feathery Feelin'

MA-1234—GEORGE OLSON O.
The Dickey Bird Song

ME-5104—VIC DAMONE
Love Is So Terrific

MG-10137—BUDDY KAYE QUINTET
Carnival In Venice

SI-15176—RAY BLOCH O.
At The Candlelight Cafe

VI-20-2714—LARRY GREEN O.
Wishing

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—BUT BEAUTIFUL 11.0 28.0

22—LOVER 7.9 11.1

23—JUST BECAUSE 7.8 3.7

24—PIANISSIMO 6.7 11.9

25—PEANUT VENDOR 6.6 4.8

26—SLAP 'ER DOWN
AGIN' PAW 6.5 11.4

27—CIGARETTES WHUSKEY &
WILD WOMEN 5.7 3.1

28—I'VE GOT A
CRUSH ON YOU 4.4 3.8

29—HEARTBREAKER 4.3 —

30—AIRIZAY 3.9 4.4

31—GOLDEN
EARRINGS 3.8 8.4

32—BEST THINGS IN LIFE
ARE FREE, THE 3.5 2.2

33—KING SIZE PAPA 3.4 —

34—SERENADE
OF THE BELLS 3.1 4.6

35—BEYOND
THE SEA 2.9 3.6

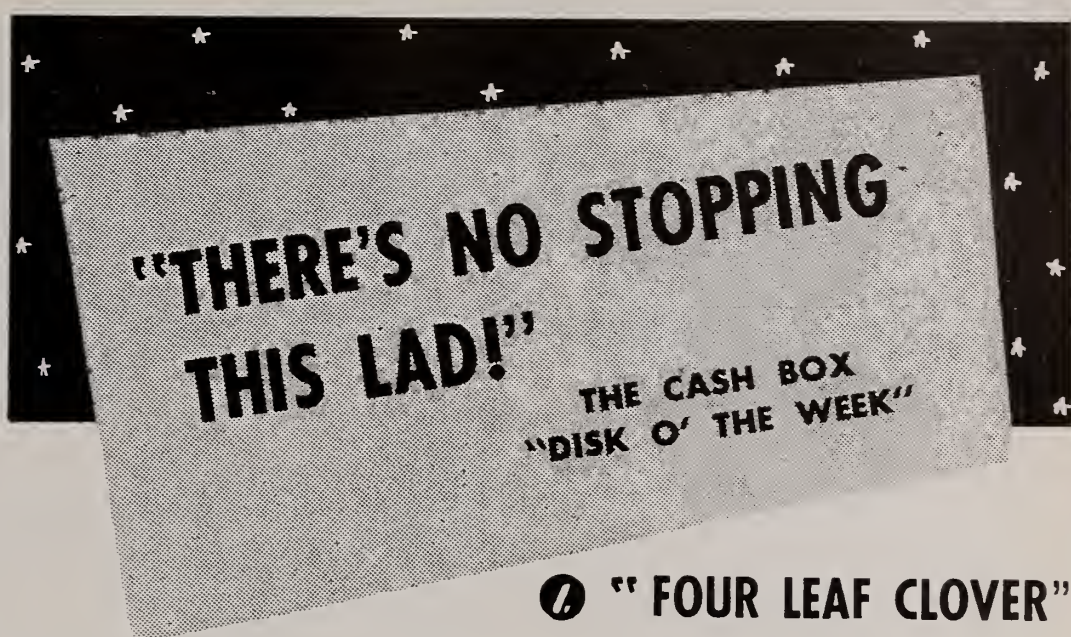
36—DECK OF CARDS 2.8 9.9

37—LOVE IS SO
TERRIFIC 2.7 3.5

38—GOOFUS 1.4 3.9

39—WORRY WORRY
WORRY 1.3 4.7

40—MELODY TIME 1.1 —



① "FOUR LEAF CLOVER"

② "BABY FACE"

and now—

ART MOONEY

does it again—

WITH THE 2 SIDER **SMASH**

"AT THE SIDEWALK PENNY ARCADE"

Featuring BUD BREES & DOLLY GALLI

and

"BRIDE AND GROOM POLKA"

Featuring THE 3 GALLI SISTERS

ON M-G-M RECORD No. 10183

here's the proof—

FROM THE CASH BOX **DISK O'THE WEEK** —MAY 1

• There's no stopping this lad! Coming thru with another potential coin-winner for music ops, Art Mooney sets up with a luscious hunk of wax that spells phono action of both sides. Top deck, "At A Sidewalk Penny Arcade" is a ditty that is sure-fire juke box material. The song itself is one that will draw raves. Mooney's rendition, teaming Bud Brees and Dolly Galli literally sparkles with loads of nostalgia. Vocal rendition by the pair is exceptional with the spotlight shining on the fem chirp. Flip is another zany Mooney-money-maker tagged "Bride and Groom Polka" with the Galli Sisters spilling the cute polka lyrics in top-notch fashion. Waxing is a first rate performance for the gals and should point all the more to their wonderful vocal work. Ops will wear more "Four Leaf Clover" with this dynamic duo. Hop on the bandwagon—pronto!

on **M-G-M RECORDS**

Record Exploitation by: HENRY OKUN

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MAY 8, 1948

New York

1. NATURE BOY (King Cole)
2. LAROO LAROO LILLI BOLERO (Perry Como)
3. ST. LOUIS BLUES MARCH (Tex Beneke)
4. NOW IS THE HOUR (Bing Crosby)
5. TOOLIE OOLIE DOOLIE (Vaughn Horton)
6. HAUNTED HEART (Jo Stafford)
7. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
8. SABRE DANCE (Woody Herman)
9. FOR EVERY MAN THERE'S A WOMAN (Frank Sinatra)
10. BEG YOUR PARDON (Frankie Carle)

Ligonier, Ind.

1. BABY FACE (Art Mooney)
2. NOW IS THE HOUR (Kate Smith)
3. LAROO LAROO LILLI BOLERO (Peggy Lee)
4. TERESA (Vic Damone)
5. STARDUST (Eddy Howard)
6. MANANA (Peggy Lee)
7. TOOLIE OOLIE DOOLIE (Vaughn Horton)
8. ST. LOUIS BLUES MARCH (Tex Beneke)
9. MY GIRL FRIEND JULAYDA (Walter Solek)
10. SATURDATE DATE (Tex Beneke)

Savannah, Ga.

1. NOW IS THE HOUR (Eddy Howard)
2. TOMORROW NIGHT (Lonnie Johnson)
3. FOUR LEAF CLOVER (Art Mooney)
4. BEG YOUR PARDON (Francis Craig)
5. BECAUSE (Perry Como)
6. TERESA (Kay Kyser)
7. MANANA (Peggy Lee)
8. BUT BEAUTIFUL (Margaret Whiting)
9. GONNA GET A GIRL (Tony Pastor)
10. BABY FACE (Art Mooney)

Brodhead, Wisc.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. BABY FACE (Art Mooney)
3. BYE, BYE, BLACKBIRD (Russ Morgan)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. THOUSAND ISLANDS SONG (Arthur Godfrey)
6. JUST BECAUSE (Frank Yankovic)
7. SHINE (Guy Lombardo)
8. SABRE DANCE (Woody Herman)
9. THOUGHTLESS (Vic Damone)
10. MANANA (Peggy Lee)

Butte, Mont.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NOW IS THE HOUR (Bing Crosby)
3. MANANA (Peggy Lee)
4. NATURE BOY (King Cole)
5. BABY FACE (Art Mooney)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. THOUGHTLESS (Vic Damone)
8. TERESA (Vic Damone)
9. SHINE (Frankie Laine)
10. BECAUSE (Perry Como)

Boise, Idaho

1. DECK O' CARDS (T. Texas Tyler)
2. MANANA (Peggy Lee)
3. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
4. NATURE BOY (King Cole)
5. TOOLIE OOLIE DOOLIE (Vaughn Horton)
6. BECAUSE (Perry Como)
7. HAUNTED HEART (Perry Como)
8. BEG YOUR PARDON (Francis Craig)
9. TOOLIE OOLIE DOOLIE (Andrews Sisters)
10. SHINE (Frankie Laine)

Chicago

1. TOOLIE OOLIE DOOLIE (Vaughn Horton)
2. SABRE DANCE (Woody Herman)
3. NOW IS THE HOUR (Eddy Howard)
4. BABY FACE (Art Mooney)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. LAROO LAROO LILLI BOLERO (Peggy Lee)
7. TERESA (Vic Damone)
8. LITTLE WHITE LIES (Dick Haymes)
9. BECAUSE (Perry Como)
10. BEG YOUR PARDON (Frankie Carle)

Sharon, Pa.

1. NOW IS THE HOUR (Eddy Howard)
2. MANANA (Peggy Lee)
3. FOUR LEAF CLOVER (Ferko String Band)
4. BEG YOUR PARDON (Dinning Sisters)
5. BABY FACE (Art Mooney)
6. SABRE DANCE (Andrews Sisters)
7. TOOLIE OOLIE DOOLIE (Andrews Sisters)
8. YOU CAN'T BE TRUE, DEAR (The Sportsmen)
9. LITTLE WHITE LIES (Dick Haymes)
10. HAUNTED HEART (Perry Como)

Cleveland, O.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Vaughn Horton)
3. LITTLE WHITE LIES (Dick Haymes)
4. BECAUSE (Perry Como)
5. SABRE DANCE (Macklin Marrow)
6. MANANA (Peggy Lee)
7. NATURE BOY (King Cole)
8. EBONY RHAPSODY (Rosetta Howard)
9. SHINE (Frankie Laine)
10. BABY FACE (Art Mooney)

Waco, Texas

1. BABY FACE (Art Mooney)
2. BECAUSE (Perry Como)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. THOUSAND ISLANDS SONG (Louis Prima)
5. SABRE DANCE (Woody Herman)
6. NOW IS THE HOUR (Bing Crosby)
7. LAROO LAROO LILLI BOLERO (Peggy Lee)
8. HAUNTED HEART (Jo Stafford)
9. TOOLIE OOLIE DOOLIE (Vaughn Horton)
10. THOUGHTLESS (Vic Damone)

Frankfort, Ky.

1. BECAUSE (Perry Como)
2. NATURE BOY (King Cole)
3. BABY FACE (Art Mooney)
4. TERESA (Vic Damone)
5. BYE, BYE, BLACKBIRD (Russ Morgan)
6. HAUNTED HEART (Jo Stafford)
7. BEG YOUR PARDON (Frankie Carle)
8. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
9. SHINE (Frankie Laine)
10. MANANA (Peggy Lee)

Montpelier, Vt.

1. NOW IS THE HOUR (Bing Crosby)
2. JUST BECAUSE (Frank Yankovic)
3. BECAUSE (Perry Como)
4. MANANA (Peggy Lee)
5. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
6. LAROO LAROO LILLI BOLERO (Perry Como)
7. TOOLIE OOLIE DOOLIE (Vaughn Horton)
8. HAUNTED HEART (Jo Stafford)
9. BEG YOUR PARDON (Francis Craig)
10. YOU CAN'T BE TRUE, DEAR (Ken Griffin)

Los Angeles

1. NATURE BOY (King Cole)
2. ST. LOUIS BLUES MARCH (Tex Beneke)
3. SABRE DANCE (Macklin Marrow)
4. BECAUSE (Perry Como)
5. NOW IS THE HOUR (Bing Crosby)
6. IT WAS WRITTEN IN THE STARS (Tony Martin)
7. FOR EVERY MAN THERE'S A WOMAN (Tony Martin)
8. HAUNTED HEART (Jo Stafford)
9. LITTLE WHITE LIES (Dick Haymes)
10. BABY FACE (Art Mooney)

Carlsbad, N. M.

1. NOW IS THE HOUR (Bing Crosby)
2. BEG YOUR PARDON (Francis Craig)
3. FOUR LEAF CLOVER (Art Mooney)
4. MANANA (Peggy Lee)
5. BUT BEAUTIFUL (Bing Crosby)
6. HAUNTED HEART (Guy Lombardo)
7. SABRE DANCE (Freddy Martin)
8. BALLERINA (Jerry Shelton)
9. BECAUSE (Perry Como)
10. TOOLIE OOLIE DOOLIE (Andrews Sisters)

Syracuse, N. Y.

1. NOW IS THE HOUR (Bing Crosby)
2. HEARTBREAKER (Ferko String Band)
3. SHINE (Frankie Laine)
4. JUST BECAUSE (Frank Yankovic)
5. LITTLE WHITE LIES (Dick Haymes)
6. TOOLIE OOLIE DOOLIE (Andrews Sisters)
7. SABRE DANCE (Woody Herman)
8. BEG YOUR PARDON (Frankie Carle)
9. BECAUSE (Perry Como)
10. BABY FACE (Art Mooney)

Des Moines, Ia.

1. BABY FACE (Art Mooney)
2. MY HAPPINESS (Jon & Sondra Steele)
3. THOUSAND ISLANDS SONG (Louis Prima)
4. NOW IS THE HOUR (Bing Crosby)
5. HAUNTED HEART (Perry Como)
6. BECAUSE (Perry Como)
7. THOUGHTLESS (Vic Damone)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
10. SABRE DANCE (Woody Herman)

Grand Island, Nebr.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. TERESA (Vic Damone)
4. BEG YOUR PARDON (Francis Craig)
5. SHINE (Frankie Laine)
6. MANANA (Peggy Lee)
7. TOOLIE OOLIE DOOLIE (Vaughn Horton)
8. BABY FACE (Art Mooney)
9. BECAUSE (Perry Como)
10. HAUNTED HEART (Perry Como)

Lansing, Mich.

1. NOW IS THE HOUR (Bing Crosby)
2. BECAUSE (Perry Como)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. MANANA (Peggy Lee)
5. BEG YOUR PARDON (Francis Craig)
6. BABY FACE (Art Mooney)
7. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
8. HAUNTED HEART (Jo Stafford)
9. SHINE (Frankie Laine)
10. TERESA (Vic Damone)

MANUFACTURERS' NEW EQUIPMENT

MUSIC

A.M.I.	
Model A w/play meter	\$897.50
Model A without play meter ..	887.50
Automatic Hostess Complete	
20 Station Unit	14,800.00

HIDEAWAY CAB. W/Continuous Play Mech.:	
W/Amplifier & Rem. Vol. Con.	482.50
W/Amplifier-No Rem. Vol. Con.	470.00
Complete—No Amp., No Vol. Con.	410.00
5c 3 wire 40 selection wall box	53.50
5-10-25c 3 wire 40 sel. wall box	59.50
Stepper for 10 wall boxes ...	39.75
Stepper for 25 wall boxes ...	42.75

AIREON	
Coronet 400	495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48' Model Hideaway	299.50
48' Model trio wall and bar box	59.50
48' Carillon Speaker	37.50
48' Melodeon Speaker	27.50
48' Impressario Speaker	19.50

FILBEN	
Maestro	595.00
Mirrocle Cabinet	325.00
30 Selection Stowaway Mech..	398.00

BUCKLEY	
Music Box	25.00

MILLS INDUSTRIES	
Constellation	795.00

PACKARD MFG. CORP.	
Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr.—Paradise.	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50

ROCK-OLA	
Magic-glo Phonograph...No Price Set	
1807 Moderne Corner Spkr...	107.50
1906 Remote Volume Control	6.90
1530 Wall Box	39.50
1603 Wall Speaker	42.50
1606 Tonette Wall Spkr.	21.50
1608 ToneOLier Spkr.	65.00
1607 Tonette Wall Spkr.	19.75
1531 DeLuxe Bar Bracket ...	8.25
1533 Universal Bar Bracket..	3.90
1795 Wall Box Line Booster..	16.35

SEEBURG	
148-M Symphonola	965.00
148-S Symphonola	895.00
H-148-M RC Special	564.00
Wireless Wallomatic	58.50
Wired Wallomatic	49.75
5-10-25c Wireless Wallomatic.	87.50
5-10-25c Wired Wallomatic ..	75.00
Teardrop Speaker	19.95
RS-48 Recess Wall & Ceil. Spkr.	18.00
1948 Door & Dome	102.50

WURLITZER	
1100 Standard	999.50
1080A Colonial	899.50
1017A Conc. chngr. w/stepper	529.50
1015 Standard	914.50
1080 Colonial	875.00
1017 Conc. chngr. w/stepper.	499.50
2140 5-10c Wireless	50.00
3025 5c 3-wire	49.50
3045 Wireless	59.50
3020 5-10-25c 3-wire	69.50
3031 5c 30-wire	39.50
212 Master Unit	70.00
215 Wireless Transmitter...	17.50
216 Wireless Impulse Receiver	22.50
217 Auxiliary Amplifier	35.00
218 30-wire Adptr. Term. Box	15.00
219 Stepper	46.50
4000 8" Metal Star Speaker..	45.00
4002 8" Plastic Star Speaker.	45.00
4004A 8" Metal Musical Note Speaker	30.00
4005 8" Walnut Round Spkr..	22.50

MUSIC

4005A 8" Walnut Round Spkr.	\$25.00
4006A 8" Deluxe, Walnut Round Mirror	35.00
4007 12" Inter. Deluxe Spkr.	135.00
4008 15" Deluxe Speaker ...	185.00

PINS

BALLY	
Ballerina	289.50

CHICAGO COIN	
Trinidad	275.00

GENCO	
Trade Winds	289.50

EXHIBIT	
Banjo	299.50

GOTTLIEB	
Jack 'N Jill	294.00

MARVEL	
Leap Year	289.50
Leap Year w/4 coin chute...	299.50

J. H. KEENEY CO.	
Cover Girl	265.00

UNITED MFG. CO.	
Wisconsin	275.00

WILLIAMS MFG. CO.	
Virginia	299.50

COUNTER GAMES

A.B.T. MFG. CORP.	
Challenger	65.00

BALLY MFG. CO.	
Heavy Hitter	184.50
w/stand	196.50

GOTTLIEB	
DeLuxe Grip Scale	39.50

GROETCHEN MFG. CO.	
Camera Chief	19.95

ONE-BALLS

BALLY	
Gold Cup, F. P.	645.00
Trophy, P. O.	645.00

J. H. KEENEY CO.	
Favorite	No Price Set

BELLS

BUCKLEY	
Criss Crosse Belle.....	No Price Set

BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
5c Bonus Bell	258.00
10c Bonus Bell	263.00
25c Bonus Bell	268.00
5c Black Gold Bell.....	258.00
10c Black Gold Bell	263.00
25c Black Gold Bell	268.00
5c Melon Bell	248.00
10c Melon Bell	253.00
25c Melon Bell	258.00

GROECHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50

O. D. JENNINGS	
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00

BELLS

25c Super DeLuxe Club Chief.	\$344.00
50c Super DeLuxe Club Chief	454.00

PACE	
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell..	550.00

CONSOLES

BALLY	
Wild Lemon	542.50
Double-Up	542.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00

BELL-O-MATIC	
Three Bells, 1947	735.00

BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00

EVANS	
Bangtails 5c Comb 7 Coin.No Price Set	
Bangtails 25c Comb 7 Coin.No Price Set	
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
Winter Book JP	No Price Set

GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00

O. D. JENNINGS	
Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console..	545.00

J. H. KEENEY CO.	
Gold Nugget	800.00

PACE	
3-Way Bell Console 5c-10c-25c	690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00

ARCADE TYPE

BALLY MFG. CO.	
Big Inning	539.50
Bally Bowler	539.50

H. C. EVANS CO.	
Bat-A-Score	No Price Set

EDELMAN AMUSEMENT DEVICES	
Flash Bowler	
13'—8"	475.00
11'—8"	450.00
10'—8"	450.00
Belgian Pool	319.50

INTERNATIONAL MUTOSCOPE CORP.	
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
Fishing Well	375.00
Silver Gloves	375.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES	
Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43



"There is no
substitute for
QUALITY!"

ORDER FROM YOUR
DISTRIBUTOR TODAY!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



- 2 COMPLETE SEQUENCES — "JACK" - "JILL"!
 - BONUS AND BONUS BUILD-UP!
 - DOUBLE BONUS! • ADVANCE BONUS!
 - HIGH SCORE! • FLASHING EYES!
- plus
- Original FLIPPER BUMPERS, of course!

JACK MITNICK

and

HARRY POOLE

Announce

THEIR APPOINTMENT AS DISTRIBUTORS FOR

AMI

in

**MASSACHUSETTS — MAINE — NEW HAMPSHIRE
VERMONT and RHODE ISLAND**

Distributors for

**UNITED MANUFACTURING CO. - EXHIBIT SUPPLY CO.
and CHICAGO COIN GAMES**

BEACON COIN MACHINES, INC.

910 BEACON STREET

BOSTON 15, MASS.

(Phone: KEnmore 6.6810)

**"Mt. Wisconsin" Meets
United's "Wisconsin"**



MILWAUKEE, WIS. — United Manufacturing Company's local distributor, United Coin Machine Company, this city, is taking advantage of the fact that the latest five-ball game by the manufacturer is labeled "Wisconsin."

Harry Jacobs, Jr., head of the distributing firm, showed great ingenuity by getting the recently elected "Mr. Wisconsin" (Pat Graham of Milwaukee) to visit his showrooms and pose with the game. "It's a combination of 'Mr. Wisconsin' and United's 'Wisconsin', two champions," stated Jacobs.

"We have always sold plenty of United's games," reports Harry, "but the fact that the current game is one of the greatest five-balls ever made, plus the fact that it is named for our state, gives us the fastest selling game we've ever handled. Operators tell us that players are drawn to the game when they see the name (local pride), and when they start playing it's difficult for them to break away. Whatever it is, we're headed for a record breaking sale."

2 Million Dimes Readied For New York City

PHILADELPHIA, PA.—As a result of recent legislation passed by New York City to increase the subway fare to 10c, the U. S. Mint in this city is coining 2,000,000 dimes for delivery to the big city.

The first delivery of 1,000,000 dimes will be made shortly prior to July 1 (the

date the fare increase goes into effect), and the second million dimes will be sent to New York shortly after.

Coin machine operators are eyeing these millions of dimes with a view of obtaining their percentage in the play of coin operated equipment.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

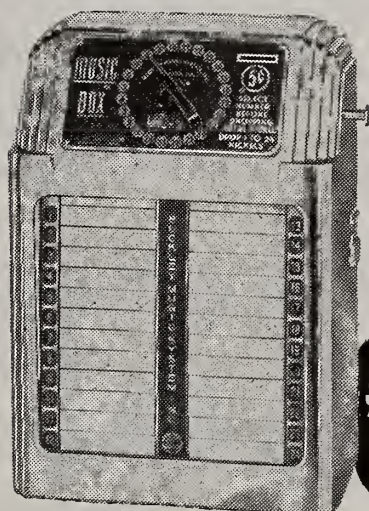
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Serf
Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominat-or Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50⁰⁰



THE NEW Music Box



\$25⁰⁰

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

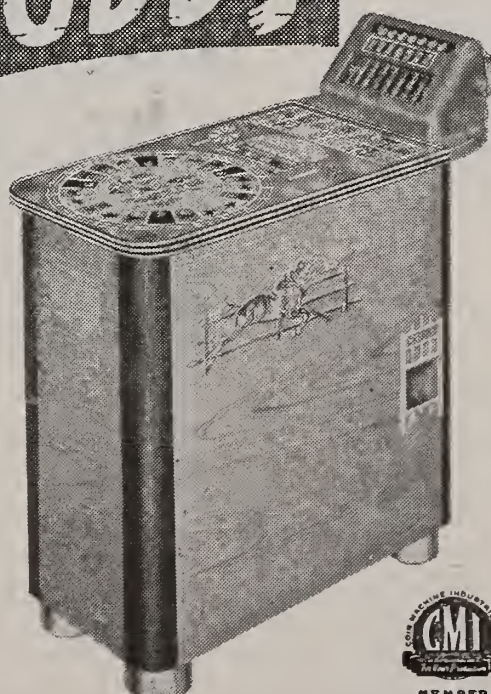
Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

\$1250⁰⁰



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6436-37-38-6533)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

TOMORROW'S GAME — TODAY! VIRGINIA

The Game You've Always Wanted!

- ★ PREMIUM AND DOUBLE PREMIUM SCORE
- ★ PYLON LIGHTS
- ★ 5 ADVANCE PREMIUM ROLLOVERS
AND FAST PREMIUM BUILD-UP
- ★ SCORE TO 900,000
- ★ AMAZING 6-FLIPPER ACTION

ORDER
FROM
YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS



IT'S DIFFERENT!
IT'S EXCITING!
Williams' New Sensational
"VIRGINIA"
NEW FROM TOP TO BOTTOM!
ORDER NOW!

King-Tin
EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
525 Mills Street Phone 2-0021
DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Ph.: TEmple 2-5788

CMI To Continue Damon Runyon Cancer Fund Drive In 1948

Ray Moloney Appointed National Chairman Again



DAVE GOTTLIEB



RAY MOLONEY

CHICAGO—Dave Gottlieb, president of CMI (Coin Machine Industries) announced that the association's board of directors had voted unanimously to join the fight against cancer again this year.

The industry put every ounce of its tremendous energy behind last year's drive and raised the amazing amount of \$250,000. The contributions this year, like that of the previous year, will go to the Damon Runyon Cancer Fund for allocation with the cooperation of the American Cancer Society. No goal has been set for this coming drive.

The first public announcement was made by Walter Winchell, national chairman for the Damon Runyon Cancer Fund, on his radio program Sunday, April 25. At the same time, the news was released to the Chicago newspapers, the Associated Press, United Press and the International News Service.

Ray Moloney, national chairman for the first CMI campaign was appointed

by Gottlieb to serve again in the same capacity. Gottlieb said that other details will be announced later.

During the last drive, which was concluded this January, the nation's coinmen used every available method to collect funds. They set aside a percentage of their profits, staged huge benefit banquets and collected funds from patrons of their equipment. In addition registration fees at the CMI show were added to the contribution.

"Cancer is mankind's most dreaded disease" said Gottlieb. "It must be conquered. The nation's coinmen are grateful for this second opportunity to have a part in the war against pain."

At the conclusion of last year's campaign, Winchell announced that the \$250,000 CMI contribution was the largest given the Damon Runyon Cancer Fund by any single industry in the nation.



ACTIVE
Res conditioned
GAMES
'NUFF
SAID!
For A
Complete
List of
Specials
Drop a Line
to Any One
of Our
3 Offices

JOE ASH
Active Amusement Machines Co.
646 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

L.A. Public Relations Committee Holds Demonstration Of Games

Newspapers Present Ops' Viewpoint To Public

LOS ANGELES, CAL.—The recently formed public relations committee of games operators in this city staged a demonstration of several rolldown games at the Rodger Young Auditorium, on April 22, with all the newspapers, the Mayor's office, City Council and Police Department invited.

The games selected for demonstration are now being contested in the municipal courts, and it is the intention of the coinmen here to prove to one and all that they are games of skill. Previously, the only publicity received in this connection was released by the city officials, and ignored the coinmen's side of the story completely.

As a result of the showing, local newspapers presented the viewpoint of the industry for the first time, and as the city officials didn't appear, some of the papers took a more friendly attitude toward the games. The Los Angeles Times featured a story on a choice page, with a large bold headline "Officials Ignore Showing of Skill Game." Embodied in the story was the following comment: "Police and city officials showed a decided disinterest in a demonstration yesterday designed to prove to them that a new miniature bowling game does not constitute gambling... On hand to show that it is a game of skill was a man introduced as Art Crane, whose twirling thumbs proved expert in placing the little balls in the hollow receptacles." The Art Crane referred to in the paper's item is Genco's factory representative, who is cooperating with the local coinmen.

The Times further quoted Crane as saying: "It's like billiards, see," as the board lighted and the score ran up. "You can't gamble on this. No prizes, no free games. Nothing but skill."

The Daily News also carried a friendly

story, describing the play as a "demonstration of skill" and mentioned that the city officials hadn't appeared.

Coinmen here are hoping that this demonstration with the favorable newspaper stories breaking, will be able to overcome the city's prejudice thru public opinion, and win out in the several cases now pending in the courts.

"Fruit" Machines Back In Operation In Cape-town, South Africa

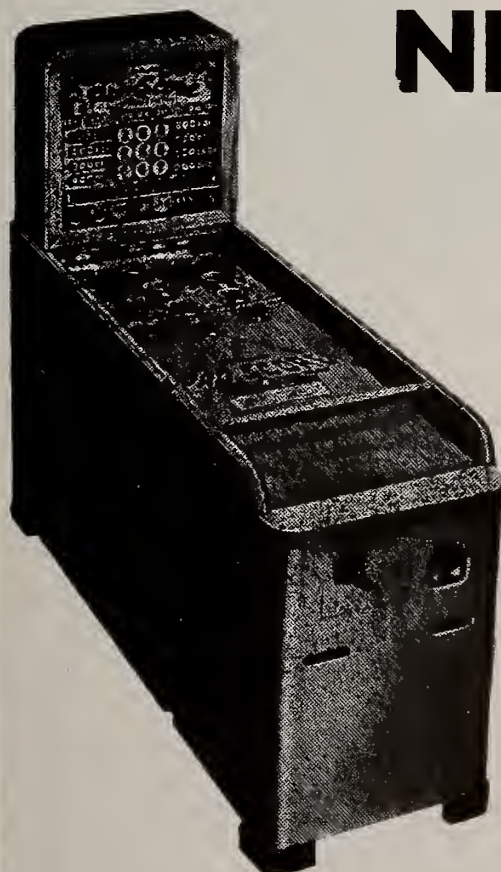
CAPETOWN, SO. AFRICA — Operators here report that they had their games under scrutiny of the police, who claimed that they were similar to cash payment machines recently banned by the Union. However, there hasn't been any action regarding the equipment, as the police have refrained from making any moves pending the advice of the Attorney-General. Coinmen have been advised by their expert legal counsel that they are on safe ground.

The local newspaper "Times" reports that when the machines were originally banned, shillings, six-pences, tickes and pennies were placed directly into the slots and winners received rewards directly in cash. Now the player operates with coin discs purchased over the counter. Discs fall from the machines and the player receives the equivalent in cash from the counter.

Operators assert that the machines are operated entirely for amusement purposes.

According to present regulations, there is no ban upon the importation of any equipment.

Pro-Score - AT NEW LOW PRICE



Not just another rolldown game—but the greatest—steadiest, biggest money-maker in all rolldown games' history—the others are gone—but "Pro-Score" is still selling—and selling bigger than ever—that's why, because of volume production, we are now in a position to offer you—a new low price—get over on "the right side of the fence"—write for new low price today!!

GEORGE PONSER CO.

158 E. GRAND AVE.
CHICAGO 11, ILL.
(PHONE: SUPERIOR 4427)

250 WEST 57th ST.
NEW YORK, N. Y.
(PHONE: CIRCLE 6-6651)

GOT IT?

Aireon's

Coronet FOR

495

FOUR STATE MEET CLIX BIG

Minnesota, Wisconsin, No. & So. Dakota Ops Jam Radisson Hotel, Minneapolis, During Two Day Show. D. C. Ruttenberg, CMI Tax Counsel and Bill Gersh of the Cash Box are Featured Speakers at Biz Meet. Entertainment and Banquet is Huge Success.

MINNEAPOLIS, MINN. — Biggest meet in the history of the four states, Minnesota, Wisconsin, North and South Dakota, took place this past week at the Radisson Hotel, this city, April 26 and 27.

There were 24 booths opened featuring the latest amusement machines and juke boxes with 19 exhibitors. The exhibitors were: Automatic Games Supply Co., St. Paul Minn.; Bush Distrib. Co., Minneapolis, Minn.; Capitol Records, Minneapolis, Minn.; F. C. Hayer Co. for Victor Records, Minneapolis; Frederick Lee Co., Minneapolis, featuring indie record labels; Gopher Distrib. Co., St. Paul, novelties; Jacobs Novelty Co., Stevens Point, Wis., tone arms; LaBeau Novelty Co., St. Paul, Rockola phonos and games; Merchandise Vending Co., Detroit, Mich., vending machines; Mer-

cury Records, Minneapolis; Midwest Coin Machine Corp., St. Paul, featuring Filben phonos and various amusement games; Peerless Novelty Co., Spooner, Wis., phono stands; Permo, Inc., Chicago, Permo Point Needles; Reinhard Bros. Co., Minneapolis, MGM Records; Roycraft Co., Minneapolis, Columbia Records; Twin Ports Sales Co., Minneapolis, venders and games; United Distrib. Corp., Fond Du Lac, Wis., shoe shine machines; Weidman Nat'l Sales of Detroit, Mich. featuring National Vendors; and the Association's own booth for the comfort of visitors.

After the ops enjoyed the morning visiting the various exhibits and purchasing machines and merchandise they were then called into a business meet luncheon at 1 P.M. Over 100 of the ops from the four states attended this luncheon meet. Featured speakers were Dudley C. Ruttenberg of CMI Tax & Legal Dept. and Bill Gersh of *The Cash Box*. Ruttenberg spoke about forthcoming taxation and the need for the ops to join CMI. Gersh spoke of national legislation now pending in Congress. C. S. Pierce of Brodhead, Wis., president of the Wisconsin State Phono Ops Assn. acted as chairman of the meet and efficiently handled all introductions and announcements.

In addition to the featured speakers there were present at the speakers' table: Tom Kady of Grand Forks, N. D., president of the North Dakota ops assn.; Bob Wesrum of Bismarck, N. D., secretary of the N. D. ops; Arnold Buck of White Bear Lake, Minn., secretary of the Minnesota Amuse. Games Assn.; Tom Crosby of Faribault, Minn., president of the Minnesota Games Assn.; C. S. Pierce of Brodhead, Wis., pres. Wisconsin phono ops assn.; Dudley C. Ruttenberg of CMI, Chicago; Mike Imig of Yankton, S. D., president of the So. Dakota ops assn.; Norman Gefke, Sioux Falls, S. D., secretary of the S. D. ops assn. and Ken Ferguson of Stillwater, Minn. the convention's publicity chairman.

All these men got up to say a few words to the gathering and all called for this four state convention to become an annual affair of these organizations. This met with the approval of all present and committees were named to decide on

dates the following day.

The luncheon business meeting was closed with a fifteen minute picture by Permo, Inc., showing how their Permo Point Needles are manufactured and also telling the history of the company from its beginnings. This picture was not only interesting to all, but met with great applause when finished and many thanked Gene Steffens of Permo, Inc. who had come from Chicago to show the picture.

The men returned to the exhibits and the showings continued until 10 P.M. that evening. On Tuesday morning there were many business meetings of the various organizations and their committees which were followed by an entire day of exhibit showings.

The evening proved one of the most outstanding successes of all time with the entertainment equal to anything which any organization in the nation has yet produced for its members.

Among those who entertained the ops were: Stan Kenton and his ork with vocalist June Christy. The King Cole Trio. Bob Mann, Swiss yodeler. Lawrence Duchow and his Red Raven ork. Mickey Carlisle, dancer. Babe Wagner and his ork. Fezz Fritsche and his Goosetown Band featured on FM Records; Hal McIntyre and Bob Evans. Wes Barlow and his ork. Lew Fine acted as MC.

The association officers present were: North Dakota Music Operators Assn., Bismarck, N. D., Thomas Kady, pres., Bob Westrum, Secty-Treas., and the board of directors composed of Tom Kady, Jack Baćcus, Fred Fixel, Floyd Howell and Glen Addington.

For the South Dakota Phonograph Assn., Mike Imig, pres., Norman Gefke, secretary, Gordon Stout, vice-pres., and the directors composed of: Bob Swift, Harold Scott, Harry Johnson, LeRoy Roberts, Hi Fisher, L. Reese, and J. Koers.

The Wisconsin Phonographs Operators Assn., were represented by: C. S. Pierce, pres., Roy Stone, vice-pres., Doug Opitz, secty-treas., and the board of directors composed of: C. S. Pierce, Roy Stone, Doug Opitz, Irv Goff, Matt Schafer, Bill Pongratz, C. J. Bookmeier, Ken Ferguson, Sam Anderson, Chas. Hopp, Sam Hastings, Louis Jacobs, George Gassert, Arnold Fochs, and Harry Whitcher.

The Minnesota Amusement Games Assn. was represented by: Thomas H. Crosby, pres., Fritz Eichinger, vice-pres., A. S. Buck, secty., and their board of directors: Carl Schumacher, Oscar Englund, A. W. Pence, Norman Hansen, Joe Topic, Roy Kuehmichel, C. H. Diedrick, Stanley Woznak, C. B. Case, Donald Ehmann, Ernest Erkill, Jack Lowrie and Roy Golden.

Registration surpassed the 200 mark the afternoon of the first day and continued to grow greater with the evening as well as on the second day. Complete reports regarding the number of ops who attended, as well as distribs, jobbers and manufacturers will be reported later.

REAL BUYS!

Completely

RECONDITIONED LIKE NEW

WOOD BALL ROLL DOWNS

TOTAL ROLLS	\$ 69.50
CHICAGO COIN ROLL DOWN	129.00
ESSO ARROWS	115.00
ADVANCE ROLL	145.00
HY ROLLS	265.00

STEEL BALL ROLL DOWNS

HAWAII	\$169.50
GOLD MINE	189.50
SINGAPORE	189.50
TROPICANA	229.50
BERMUDA	229.50
COVER GIRL	229.50

RUSH YOUR ORDERS

1/3 Dep. with Order
Bal. C. O. D.

RUNYON SALES CO.

593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

SPECIAL EXTRA SPECIALS

RECONDITIONED FIVE BALLS
VERY CLEAN AND MECHANICALLY A-1

BALLY VICTORY SPECIALS	\$150.00
GOTTLIEB HUMPTY DUMPTY	135.00
CHI COIN BERMUDA	140.00
UNITED'S SINGAPORE	\$135.; TROPICANA \$150.; HAWAII 100.; and MEXICO \$90.

1/3 Deposit Required, Balance C.O.D.

CROWN NOVELTY CO., Inc.

920 Howard Avenue, New Orleans 13, La.
Phone: CAnal 7137 Nick Carbajal, Gen. Mgr.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

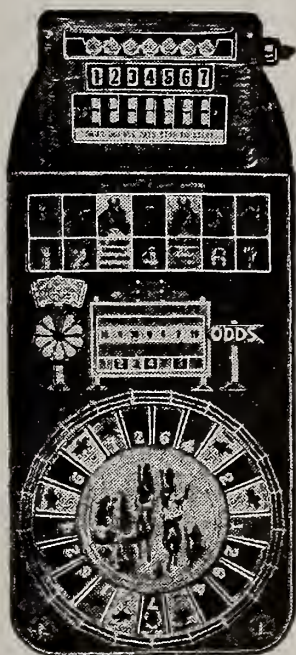
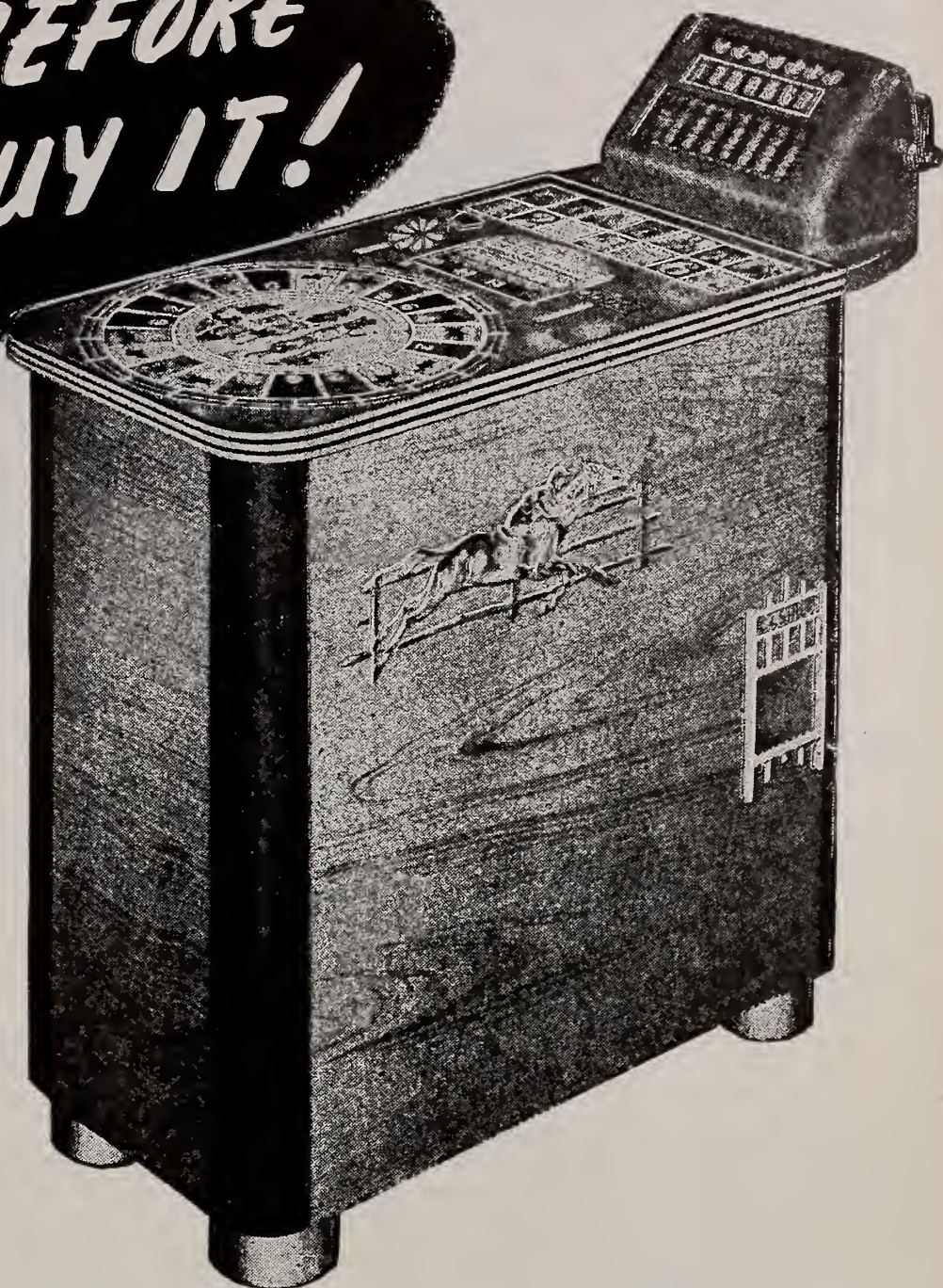
*Try it BEFORE
You BUY IT!*

BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.



TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

get **B**usy!



NEW AMI PHONOGRAPH WITH 40 SELECTIONS
AND STARTLING NEW FEATURES.

Watch for next week's announcement

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

YOU'VE READ THE EDITORIALS IN THIS AND
LAST WEEK'S ISSUE OF The Cash Box ABOUT 10¢ PLAY

“LEAP YEAR”

MARVEL'S SENSATIONAL NEW 5-BALL FREE PLAY
HAS IT!!

IN FACT - WITH THE MARVEL “PLUS 4” COIN
CHUTE YOU CAN GET UP TO 20¢ PER PLAY!

Write — Wire — Phone for Details and Price

MARVEL MANUFACTURING CO.

2847 W. FULLERTON AVE., CHICAGO 47, ILL.

(Tel.: Dickens 2424)

SENSATIONAL
PRICES
ON
USED
PHONOGRAPHS
AND
GAMES!
WRITE
FOR
PRICE
LIST!

SCOTT-CROSSE CO.

1423 SPRING GARDEN STREET
PHILADELPHIA, PA.
Rittenhouse 6-7712

“AS IS” SALE!

ALL PARTS INTACT

AMI Hi Boy, 40		Wurlitzer 950	\$175.00
Record	\$ 79.50	Wurlitzer 12	
Singing Tower	90.00	Record	30.00
Wurlitzer 61		Seeburg Gem	75.00
C.M.	50.00	Seeburg Regal	75.00
Wurlitzer Twin		Seeburg Classic	125.00
12	65.00	Seeburg 12	
Wurlitzer 71		Record	30.00
C.M.	65.00	Rock-Ola Boxes	3.00
Wurlitzer 616	35.00	Rock-Ola Bar	
Wurlitzer 500	85.00	Boxes	5.00
Wurlitzer 850	175.00	Pachard Boxes	22.50
Wurlitzer 800	175.00		

WE CARRY THE LARGEST STOCK OF USED
EQUIPMENT IN THE NATION—
ALL TYPES, MAKES AND MODELS.
WRITE TODAY FOR COMPLETE LIST.
1/3 Deposit With Order—Balance C.O.D.

DAVID ROSEN, Inc.

EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. | 855 N. BROAD ST.
BALTIMORE 23, MD. | PHILA. 23, PA.
Edmonson 5322 | Stevenson 2-2903

**Mitnick Joins Poole
At Beacon Coin, Boston**

**Distribuet AMI Music Line
Games Of United, Exhibit
and Chicago Coin**

BOSTON, MASS.—Harry Poole of Beacon Coin Machines, Inc., this city announced that Jack Mitnick, well known coinman, has joined the organization. Mitnick purchased an interest in the firm and became President, and Poole assumes the position of Treasurer.

The firm announced at the same time that they will distribute the AMI line of phonographs and accessories for Massachusetts, Maine, New Hampshire, Vermont, and Rhode Island. Having had many years of experience handling the AMI line in the New York area prior to joining Beacon, Mitnick brings the music operators of the New England territory a wonderful opportunity and states “Beacon will be at the beck and call of New England's music operators at all times, and will cooperate with them 100%. A complete service department is available with top-notch mechanics always ready to render first class service.”

In addition to the AMI music line, Mitnick and Poole advise the trade that they are equipped to supply the New England operators with the latest amusement games of United Manufacturing Company, Exhibit Supply Company and Chicago Coin, which they represent.

The firm announces that they shall be ready in a very short while to make a very sensational announcement about the AMI line, and shall invite all the operators in the territory to visit them.

MOTORS REPAIRED WURLITZER — AMI
—SEEBURG—ROCK-
OLA—MILLS. Rewound to Factory Specifica-
tions. Rapid service—repaired or exchanged
within 24 hours after arrival.
Complete No Extras \$6.00

M. LUBER

503 W. 41st (LOngacre 3-5939) New York

**1 PLAY 10¢,
5 PLAYS 25¢!**



JAMES T. MANGAN

The time has come to quit arguing about the inevitable. Coin operated music **MUST** bring the operator greater revenue. 10c play is the only answer!

A couple of years ago 10c play was regarded by a lot of people in the trade as a mere theory. Today practically everybody is for it both in *theory* and *practice*. The idea has passed the stage of discussion, argument, speculation. It is now a **STARK NECESSITY**. Yet only a minute percentage of coin operated phonographs are using it. What's the matter?

Are you waiting for the next guy? Well, the next guy is waiting for you. **WHY SHOULDN'T EVERY OPERATOR ACT AT ONCE WITHOUT ANY FURTHER WAITING AND MAKE THE CHANGE-OVER NOW? Do it! Do it NOW.**

One play for a dime and five for a quarter! We want plenty of quarters in the cash box! We want to sell a *volume* of music with each individual purchase. If any patron kicks about the raise to the dime, let him see that by buying five, he still gets each individual number at the old price.

No one's asking you to be a pioneer or a crusader. You are simply being asked to **HELP YOURSELF**, to put your own business on a paying basis. Don't make comparisons! Don't wait for "George" to do it! Do it yourself and do it right now!

I congratulate CASH BOX for its practical, vigorous drive for an increase to "10c a play, 5 for 25c!" Bill Gersh certainly knows this business, knows the problems of manufacturer, distributor, operator and location. I agree with Bill that this is the only key to automatic music prosperity. The only negative element connected with the idea is the amazing, spiritless, intolerable **INERTIA** of the operators themselves.

THE THING TO DO IS PUT IT THROUGH. CHANGE OVER 100% of YOUR INSTRUMENTS RIGHT NOW. Move! Act! Do it!

Appointed Distribs For Aireon In N. E.

SPRINGFIELD, MASS.—Ben Palastant, regional sales manager of the eastern territory for Aireon Manufacturing Corporation, announced that Melody Phonograph Company, this city, had been appointed distributors for the Aireon line of phonographs and accessories for Massachusetts, Rhode Island and Vermont.

The firm headed by W. E. (Eddy) Watkins will serve operators in Western Massachusetts and Vermont from the Springfield office, and will shortly open offices in Boston, from which they will handle the business from that territory and Rhode Island.

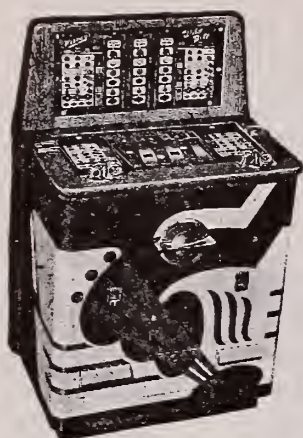
Frank J. Watkins will head the service department, and Gordon F. Smith and F. W. Timmons will handle sales.

★ WATCH FOR GENCO'S NEW SENSATIONAL 5 BALL GAME

READY FOR DELIVERY SOON!

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!



IT'S THE PROFIT PULLER OF THE DAY!

Keeney's**"WILD BELL" CONSOLE**with FLASHING "WILD" SYMBOLS
on LITE-UP BACKGLASS

- Single coinplay. Twin coin head with any combination of 5c-10c-25c chutes.
- "Wild" symbols flash up, down, across 3 columns on backglass.
- "Wild" symbol in any column with same symbol on corresponding reel automatically substitutes for symbol needed to help complete scoring combination.

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. • CHICAGO 47 • EVERGLADE 2300

Distributors For**ROCK-OLA****"MAGIC-GLO" PHONO**

★

Bally**ALL PRODUCTS****ALL TYPES OF NEW AND
USED MACHINES****Ready for Delivery**

WRITE—WIRE—PHONE

LAKE CITY AMUSEMENT CO.**1648 ST. CLAIR AVENUE, CLEVELAND, OHIO**

(PHONE: CHERRY 7067-8)

**OPERATORS ONLY --
FREE AD LISTING**

READ THESE IMPORTANT RULES! As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—*IT IS NOT SOLD ON NEWSSTANDS*) you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. **YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL.** You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number **MUST BE ENCLOSED** or else your list will not be published. **VERY IMPORTANT:** Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:

THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

Please list the following in the next issue at no charge to me:

NAME

FIRM

ADDRESS

**N. Y. GAMES COURT
TEST MAY 19**

NEW YORK—Following a twenty-four hour injunction of Monday, April 26, the attorneys for the games distributors and the Corporation Counsel's office met in court again on Tuesday, April 27, and agreed to halt activities until May 19, when the case will come for trial.

The "stipulation" between the attorneys for both sides was a verbal agreement in which the city agreed not to seize specified machines (25 games were listed) from any coinmen, and the industry's attorneys agreed not to distribute any equipment until the case comes before the court.

At a general meeting of operators Wednesday, April 28, operators voted unanimously to refrain from operating their equipment until a decision is forthcoming on May 19.

Later in the week, Mayor O'Dwyer informed a press conference that he will support a bill to be presented to the City Council to ban pinballs.

**COMPLETE AND DETAILED
STORY OF N. Y. GAMES SITUATION
IN "EASTERN FLASHES"
—PAGE 37.**

**Has 10¢ Up To 20¢
Pin Game Play**

CHICAGO—Ted Rubenstein of Marvel Mfg. Co., this city, reported this past week that, "We are in full agreement with *The Cash Box* editorials regarding 10c per play for pinballs. We feature 10c and even more on our newest game, 'Leap Year' which, because of our 'Plus 4' coin chute will take up to 20c per game thru this one single chute."

"We believe that the time has arrived," Rubenstein stated, "when the operators must face facts. They cannot long continue to put their heads in the sand like an ostrich. The time has come when they must get more per play to be able to take care of higher overhead expense and increased game costs."

"This," he continued, "is only made possible by 10c and over play. There may be a drop in some collections for a week or so, but, after that the players get accustomed to the new coin action and will continue to play."

"In our case, we let the player start off with a nickel, but, he can increase all the way up to 20c for the same game by inserting four nickles, instead of one, which brings him four times, and better, the awards."

Ops are showing much interest in the new "Leap Year" five ball free play game of Marvel which was previewed at the big four state convention in Minneapolis this past week with many calling it one of the best games they've seen.

COIN MACHINE MOVIESFOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 Per Reel

PHONOFILM

3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.

for

**THE NEW 1948
BUCKLEY LINE****CONSOLE DIST. CO.**

1006 Poydras St., New Orleans, La.

Phone: RA 3811

SAM TRIDICO BOB BUCKLEY
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

OPERATORS' EQUIPMENT

LISTINGS

IMPORTANT: Address all answers to THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y. In your letter you must refer to code number of listing in which you are interested. Your name will be sent directly to the operator by THE CASH BOX. Operators only, who are subscribers to THE CASH BOX, are entitled to a listing free of charge each week for whatever equipment they want to buy or have for sale. No prices are allowed to be advertised in these free listings. Operators' names and addresses are always kept strictly confidential.

FOR SALE—Wurlitzer 600R, 616, 412, Rock-Ola Standard, Seeburg Regal. Make offer. All in good condition. (Code #58937)

FOR SALE—HiTones, Envoys, 24A's, perfect condition. Just off location. No reasonable offer refused. (Code #58934)

FOR EXCHANGE—Pace & Black Cherries 10c & 25c to trade for 5c slots. (Code #58929)

FOR SALE—A-1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #58915)

FOR SALE—1947 Columbia Bells, interchangeable, used, cheap; all makes five-ball FP pin games pre-war, at give-away prices; 1 Super Bell, comb., 5c play; 1 Club Bell, comb., 5c; 1 Club Bell, comb., w/button, 5c; 1 Pace's Reels Jr., P.O. 5c; 1 Pace's Reels, comb., w/rails 5c; 3 Bally High Hands 5c; 1 Shoot-Your-Way-To-Tokyo; 1 Rapid Fire. (Code #58909)

FOR SALE—Free Plays. Big Tops, Jumbo Parades, Silver Moons, Wurlitzer 71 & 61, Hockeys, Guns, Grips, Target Guns, Empty phonograph cabinets for Wurlitzers, Rock-Olas, Seeburgs, Parts galore for all pre-war phonographs, Solotone Boxes, Amplifiers. (Code #58936)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #58924)

FOR SALE—1 Jennings Black Hawk, used only two weeks, late type jackpot, knee action, pays 3-on-1 cherry; 1 Watling 5c and 1 25c like new. Highest bidder will get one or all. (Code #58914)

WANT—Used route records, paying top prices, plus freight. (Code #58932)

WANT—Milco checks in 10c and 25c denominations. (Code #58920)

WANT—Panorams full view or Peek. Also want parts for Panorams. (Code #58901)

WANT—Coin operated Radios. State make and price. 2 hour timer preferred. Also used or broken gum ball and pistacio machines, either 5c or 1c. (Code #58905)

FOR SALE—Music, Wall Boxes, Five Ball payouts, over \$10,000 worth new five balls on route 15 years old, city over 90,000, heavy building program in progress. Reason for selling given by mail. (Code #58911)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #58925)

FOR SALE—375 phonographs on locations largest city in the deep south. Net income from \$90,000 to \$115,000 yearly. In whole or part. Owners retiring after 20 years in business. Will show books to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #58908)

WANT—Goosenecks; Blue Fronts; Mills Q.T. (Code #58930)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #58931)

WANT—Bally Victory Specials and used Eureka's. **FOR SALE**—Or will trade the following: 1 Seeburg Casino; 2 Seeburg Vogues; 1 Seeburg Classic; 1 Wurlitzer 800; 1 Wurlitzer 950; 1 Wurlitzer 600K; 4 Wurlitzer Victory, 600, 500 and 2-24s; 2 Wurlitzer 616; 4 Wurlitzer 412s; (Code #58919)

WANT—6 column Rowe Royal and 6 and 8 column Rowe President cigarette machines. **FOR SALE**—3-10 column Royals and 3-10 column Presidents, completely refinished and overhauled. (Code #58902)

WANT—New free play pinball closeouts, used post-war games. Panorams and reels of film. (Code #58922)

FOR SALE—12 consoles, Mills 1947 model Three Bells, in use only 2 months. 75 slots, Mills Black Cherry, Mills Blue Fronts and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #58906)

FOR SALE—9 Bally DeLuxe Draw Bells. (Code #58926)

FOR SALE—2 Master Gum Venders, 125 pounds ½ inch bubble gum, 5 Cash Trays used. (Code #58903)

FOR SALE—8 Pre-Flight Trainers, complete with maps and projectors, used only 3 months, will sacrifice. (Code #58923)

WANT—Williams All Stars. Will trade brand new pinballs for same. (Code #58935)

FOR SALE—4 Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #58916)

FOR SALE—2 Voice-O-Graphs, late model. (Code #58918)

FOR EXCHANGE—1 Telomatic industrial and background wired music studio. (Code #58904)

WANT—New or used 30-wire Wall Boxes, adaptors and Speakers. Adaptors for Rock-Ola any kind. (Code #58938)

WANT—Mills 10c & 25c Black Cherry Bells; Bally 5c Double Ups; For sale: Wurlitzer 304 steppers; Wurlitzer 145 steppers; Jennings Silver Moon Totalizers; 1c Watlings; Mills Melon Bells. (Code #58927)

WANT—A few Watling Scales. No other makes wanted. Clean and in good condition, ready for location. Prefer Junior Tom Thumbs, Fortune Tom Thumbs or 500 Series Fortune. (Code #58933)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #58921)

FOR SALE—2 Rowe 10 col. Presidents; 1 Rowe 8 col. President; 2 Rowe 8 Col. Royals; 2 Mills 8 col.; 1 Stewart McGuire 8 col.; 1 Rowe Penny inserter. Mills Solo Vue; Exhibit Bluebird; Exhibit three Love Meters; Exhibit Wishing Well; 1 Watling Fortune Scale; 3 small Jennings Scales; 1 Jensen Converter; 1 Keeney Texas Leaguer; Challengers; route of penny Peanut Vendors, counter games. Make offer. (Code #58912)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #58907)

FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price (Code #58917)

WANT—Victory Derby P.O. For Sale—Free play games: Carousel, Kilroy, Playboy, Torch Flamingo, Rocket, Cyclone. (Code #58910)

WANT—Active partner for Juke and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about \$20,000. (Code #58913)

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE 8 CENTS PER WORD

COUNT ALL COPY, NAME AND ADDRESS. MINIMUM AD \$1.00.
(ALL CLASSIFIED ADS—CASH WITH ORDER.)

SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS

YOUR WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES.
MAXIMUM WORDS—40. ALL ADS OVER WILL BE
CHARGED AT RATE OF 8¢ PER WORD.

CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.

WANT

WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 7060.

WANT—Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT—Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761.

WANT—Bally Triple Bells; Bally Draw Bells; DeLuxe Draw Bells; Bally Eurekas; Mutoscope Fan Front & Red Top Diggers; '47 Rock-Ola, Wurlitzer & Seeburg phonos; Packard & Aircon Hideaways. Will buy over-stocks of late new or used Pin Games for re-sale. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel.: ORdway 3-3069.

WANT—New and used wall boxes, Wurlitzer 3031, Packard and Buckley Chromes, no plastic sides. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION, PUEBLO, COLO.

WANT—New and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT., CANADA.

WANT—Will buy any quantity used slot machines, all makes and models. Also Columbias, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—1 DeLuxe Bally Draw Bell, and Triple Bell; Keeney's Three Way Twin and Single Super Bonus Bells; Mills original Black Cherry Bells. No quantity too small or too large. Spot Cash! SILENT SALES COMPANY, 200 ELEVENTH AVE., SO., MINNEAPOLIS 15, MINN.

WANT—All makes and models 5c, 10c, 25c, 50c Slots. Cash waiting. MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

WANT—Golf Ball vending machines, Jennings. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS, MO.

FOR SALE

FOR SALE—We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA.

FOR SALE—Mills greatest proven money makers—original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., SO., MINNEAPOLIS 15, MINN.

FOR SALE—5 Balls: Baffle Cards, Kilroys \$55 ea.; Play Boys 70 ea.; Streamliners \$20 ea.; Sky Blazers \$15 each. All above are in top condition. Terms: 1/3 deposit. C. & M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE—Operators! We have a large number of Pay Off Consoles—various makes—from \$20 up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel.: Portsmouth 1025.

FOR SALE—Mills Four Bells, perfect \$50; 1 Barrel Roll Skee-ball \$50; Jennings Cigarolla \$30; Undersea Raider \$50; Loudspeaker \$5; Seeburg Envoy \$200; Mills Empress \$200; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel.: Wabash 1501.

FOR SALE—10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800 ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE—10—616 Wurl. \$75 ea.; 2—600R Wurl. \$150 ea.; 1—1940 Rock-Ola C.M. \$90; 3 Seeburg Mayfairs \$150 ea.; 2 Seeburg Regals \$175 ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel.: RA. 5-8705.

FOR SALE—25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3171.

FOR SALE—Guaranteed Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE—Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Rolldown Games. Tell us what you need. Make offer. Box 133, c/o The Cash Box, 381 Fourth Avenue, New York 16, N. Y.

FOR SALE—5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25: Sporty, Blondie, Big Town, Formation, Big Chief, Cross-line. At \$30: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45: Arizona, Surf Queen, Midget Racer, Big League. At \$75: Superscore. One Balls F.P.: Sport Special \$45; Dark Horse \$60; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for \$40 each. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.

FOR SALE—Mills Original Black Cherries, all late serial numbers: 5¢ \$139.50; 10¢ \$144.50; 25¢ \$149.50. Golden Falls: 5¢ \$154.50; 10¢ \$159.50; 25¢ \$164.50 — 1 or 2 cherry payout. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—3000 records—never used—good numbers—25¢ ea. or 20 assorted numbers in boxes at \$5 per box. GEORGE NOVELTY CO., 1716 WASHINGTON AVE., NORTHAMPTON, PA.

FOR SALE—Roll Downs: Advance Rolls \$175; 14ft. Bang-A-Fitty \$150; Sportsman Roll \$60; Rol-A-Score \$50; Bing-A-Roll \$300; Hy-Roll \$275; Hawaii \$200; Singapore \$250; Tropicana \$300. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE—the original change dispenser Nickle Nudger \$3.45 ea. Write for quantity prices. Victory Specials \$125 ea.; Gottlieb Daily Races \$175; Keeney Hot Tip \$235; Strikes 'N Spires \$295. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND 5, ORE. Tel.: AT 7565.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

CLASSIFIED ADVERTISING SECTION**FOR SALE**

FOR SALE—5-Ball Pin Games, shipped in good cartons: Baseball \$69.50; Big Hit \$24.50; Bonanza \$124.50; Broncho \$104.50; Co-ed \$99.50; Cover Girl \$99.50; Crossfire \$69.50; Fast Ball \$29.50; Flamingo \$99.50; Gold Ball \$89.50; Havana \$79.50; Hawaii \$124.50; Honey \$79.50; Kilroy \$49.50; Lightning \$64.50; Lucky Star \$82.50; Maisie \$99.50; Melody \$174.50; Mexico \$99.50; Mystery \$69.50; Nevada \$124.50; Opportunity \$24.50; Oscar \$74.50; Playboy \$84.50; Ranger \$89.50; Stage Door Canteen \$29.50; Stormy \$174.50; Superliner \$49.50; Tornado \$69.50; Super Score \$49.50. Immediate shipment, subject to prior sale. 1/3 deposit, balance C.O.D. **HIRSH COIN MACHINE CORP.**, 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE—The Biggest Show In Town Is Always At Crown. Bally Victory Specials \$150; Victory Derby \$135; Daily Races \$195; Sunny \$135; Humpty Dumpty \$140; Singapore \$140; Bermuda \$140; Tropicana \$155; Hawaii \$105; Mexico \$95. These machines are excellent and the prices are right. 1/3 Deposit required, balance C.O.D. **CROWN NOVELTY CO., INC.**, 920 HOWARD AVE., NEW ORLEANS, LA. Tel.: CANal 7137. Nick Carbajal, Gen. Mgr.

FOR SALE—Advance Rolls \$150; Total Rolls converted to 600,000 score, including roll-over buttons \$100.; Genco Playballs \$35; Scientific Batting Practice \$35; Western DeLuxe Baseballs \$60; Jennings Roll-In-Barrel \$50. Will trade for Watling Scales. State trade conditions. **WISCONSIN NOVELTY CO.**, 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS. Tel.: LOcust 0100.

FOR SALE—Completely refinished, one ten station Automatic Hostess Unit, can be used as 1st, 2nd or 3rd unit; 10 Solotone Boxes; 1 Solotone location amplifier; 1 Solotone Studio amplifier. Make us cash offer on any or all. **AUTOMATIC PHONOGRAPH CO.**, 105 E. RICHMOND AVE., PEORIA, ILL. Tel.: 2-2134 or 3-3511.

FOR SALE—50 Original Black Cherry Bells; 25 Watling 1948 Slots; 10 Pace Consoles; 1 Mills Four Bells. Double Safes, stands, new and used. No reasonable offer refused. **MAR-MATIC SALES CO.**, 48 W. BIDDLE ST., BALTIMORE 1, MD.

FOR SALE—or trade. 10 Batting Practice in perfect condition, improved with hardware cloth on inside of glasses; 50 Free Play Marble Tables, nothing later than 1947 models; 2 Seeburg remote control pipe organ speakers. This equipment just off location. Sell or trade for Slot Machines. **LEE NOVELTY COMPANY**, 1004 SPRING STREET, SHREVEPORT, LA. Tel.: 2-4545 or 3-3625.

FOR SALE—9 10c Watling Big Games, best console built. Owing to closed territory will take \$25. ea. Also 6 Lucky Lucres at \$50. ea. First come, first served. 1/3 down, C.O.D. **HY-G MUSIC COMPANY**, 1415 WASHINGTON AVE., SOUTH, MINNEAPOLIS 4, MINN. Tel.: ATLantic 8587.

FOR SALE—Hard to get glasses for old games; 1 Roletto Jr.; 4 Pamco Races; 6 Pimlico; 3 Bambino; 4 Spinner Winners. One each of Score Card, Favorite, Twinkle, Triumph, Lime-light, Sporty, Fifth Inning. Cash with order. All new, never used. **DIXIE COIN MACHINE CO., INC.**, 912 POYDRAS ST., NEW ORLEANS, LA. Tel.: MAGnolia 3931.

FOR SALE—Get ready for the summer season. Give me an offer on A.B.T. Rifle Range in original crate, cost \$1150. Will sell Pantages Mirror Music Cabinets in original crates for \$150., cost \$325. Save the expense of that extra phonograph in side rooms and remote locations. We have the best in used games at a price. Co-ed \$99.50; Step-Up \$24.50; Canteen \$29.50; Rio \$57.50; Mam'Selle \$79.50; Suspense \$22.50; Gold Ball \$89.50; Sea Breeze \$32.50; Kilroy \$39.50; Honey \$69.50; Sea Isle \$135.; Nevada \$125.; Manhattan \$180.; Catalina \$185.; Double Barrel \$22.50; Fast Ball \$32.50; Victory Special \$165.; Spellbound \$27.50; State Fair \$32.50; Jennings two-way Challenger \$375. **ROCK CITY AMUSEMENT CO.**, 125 SIXTH AVE., N., NASHVILLE, TENN. Tel.: 6-8371.

FOR SALE—6 Snack, 3 column peanut machines \$100. for 6 or \$20. ea. **LEW WOLF ENTERPRISES**, 1022 MAIN ST., BUFFALO 2, N. Y.

FOR SALE—Williams All Stars used but very clean \$275.; 2 Photomatics, inside lights, repainted, good condition \$325. ea.; Spotlite, brand new \$175.; this is a very good arcade piece. **KING-PIN EQUIPMENT CO.**, 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—Wurlitzer Model 320 Wall Boxes \$5. ea.; Buckley Wall Boxes \$5. ea. **BIGNER, INC.**, 1983 STATE AVENUE, CINCINNATI 14, OHIO. Tel.: WA 1994-5.

FOR SALE—1 Bally Draw Bell \$225.; 2 1947 Evans Galloping Domino \$375. ea.; 1 Jennings 5/10c Challenger \$375.; 1 10c Mills Bonus Bell refinished \$145.; 1 New 25c Chrome Pace Bell \$145.; 1 New 25c Mills Golden Falls, hand load \$210. **AUTOMATIC AMUSEMENT CO.**, 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE—Golden Gate Twin Shoe Shine Machine coming soon. Sold only to operators. Exclusive territory. Applies Tan or Black polish and gives excellent gloss. Price \$400. One to location. Details on request. Priorities in order of orders received. **WARREN M. MILLER**, 1701 MARKET ST., SAN FRANCISCO 3, CAL.

FOR SALE—Humpty Dumpty \$175.; Williams Stormy \$175.; 1946 Seeburg Hideaway, 3-wire remote, complete with 2 5c bar boxes and brackets; 3 speakers about 75 ft. 3-wire cable, ready to install \$425.; 1947 Seeburg phono remote control \$600.; Seeburg 8200 ES \$150.; 1 Wall-O-Matic Seeburg 5/10/25c, excellent shape \$35. **ANTHONY HIRT**, 2303 NO. 11th STREET, SHEBOYGAN, WIS. Tel.: 5619.

FOR SALE—Total Rolls \$69.50; Advance Rolls \$129.50; Tally Rolls \$69.50; Bing-A-Rolls \$275.; Hy-Rolls \$249.50. In perfect condition. Crated. **NATIONAL NOVELTY CO.**, 183 E. MERRICK ROAD, MERRICK, L. I. Tel.: FReeport 8-8320.

FOR SALE—You Don't Get Wrecks When You Buy At Rex. Bally Victory Specials \$150.; Victory Derby \$135.; Daily Races \$195.; Sunny \$135.; Humpty Dumpty \$140.; Singapore \$140.; Bermuda \$140.; Tropicana \$155.; Hawaii \$105.; Mexico \$95. The machines are excellent and prices are right. 1/3 Deposit required; balance C.O.D. **REX COIN MACHINE CO.**, 2629 JEFFERSON HIWAY, NEW ORLEANS 20, LA. Al Morgan, Gen. Mgr. Tel.: Temple 4686.

FOR SALE—1 Hot Tip, 1 ball free play \$139.50; 1 Record Time \$25.; 1 Thoroughbred \$89.50; 1 Pimlico \$49.50; 1 Sportsman \$25.; 1 Sport Event \$25.; 1 Dark Horse \$25.; 1 '41 Derby \$39.50; 1 Sport Special \$25. Lots of 5, discount \$5. per game. **IDEAL NOVELTY COMPANY**, 2823 LOCUST ST., ST. LOUIS, MO.

FOR SALE—New and Used Phono Records. New records are last year's popular labels. Used are in excellent condition, playable on both sides. Write for prices. **ART SCHEER**, 2254 HAVILAND AVE., BRONX 61, N. Y.

FOR SALE—Mills Silver, Gold and Copper Chromes 5c, 10c, 25c play. Single cherry payout, knee action, drill proof, club handles \$100. Guaranteed perfect. Write—**AUTOMATIC SERVICE**, 1729 WATER STREET, PERU, ILL.

MISCELLANEOUS

NOTICE—Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. **BILL'S PHONO MOTOR REPAIR**, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel.: ENglewood 8192.

NOTICE—Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. **RE-SHARP NEEDLE SERVICE**, BOX 770, FT. DODGE, IOWA.

NOTICE—Mailing list. 3,401 coin machine operators in the U. S. \$80. Write for list by states. **WHIPPLE NOVELTY CO.**, P. O. BOX 107, N. CHARLESTON, S. C.

PARTS & SUPPLIES

FOR SALE—Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6C4 45¢; M-46, M-47, M-48 Bulbs \$4.50 per 100. Send for our latest tube list. **ENGLISH SALES CO.**, 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. **BLOCK MARBLE CO.**, 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, \$24. Mazda bulbs, No. 47, \$40 per 1000. No. 40, 44, 46 and 47, \$4.50 per 100. No. 51 or 55, \$4 per 100. Bulbs can be assorted. **BELMONT RADIO SUPPLY CO.**, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—Skee Ball & Ray Gun Operators, Attention! #1489 Chilco Gun Lamps 45¢ ea.; #2A4C Tubes \$1.41 ea.; #928 All Directional—Photo Tubes—\$3.21 ea.; ABT new Coin Chutes \$2.50; slides 73¢ ea.; Resistors for Wurlitzer Skee Ball \$1.20. Send for our new Skee Ball, Ten Strike, Ray Gun parts list. **RELIABLE PARTS CO.**, 2512 IRVING PARK RD., CHICAGO 18, ILL. Tel.: IRving 4600.

FOR SALE—Special This Week. 7½ Watt Bulbs, 120 to a case \$9.75. Thousands of coin machine parts. Parts made to specification for your special needs. **JOE MUNVES**, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: PLaza 7-2775.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

THRU THE COIN CHUTE



CHICAGO CHATTER

More talk in this man's town about the New York pinball situation than in New York itself...yet, New Yorkers are taking it easy, and waiting to see what results of pending injunction will bring about...there's no use worrying about this situation until the final results are in...so let's wait to hear from attorneys in N. Y. C. who are reported to be hard at work clarifying the entire situation for benefit of authorities there...No matter how thin you slice it...it's still dime play. Some leaders here raise arguments pro and con...but...all give in to the fact that the dime is becoming the "King of Coins"...as they talk, each one looks at the loose change in his pocket and is surprised to find more dimes there than he ever had before...which is the case all over the nation...as the dime usurps the throne the nickel used to occupy. Music ops realize that they must get one play for 10c and five plays can continue at 25c...in short...the big five play for a quarter bargain is bound to bring more quarters into the juke boxes and this is the answer to greater averages with better take for the locations so that the location owners don't lose their interest in phono cooperation...they are reported losing it today due to the small share they are being given by the ops.

As far as amusement games are concerned...pinballs, roll-downs, bowling alleys and all others...there is no change...10c play can use same award cards as used for nickel play today...instead of 2 free plays giving 2 nickel coins...the same two free plays give dimes. Furthermore, as has been pointed out, the dime play once and for all time has the chance to cure the "minor plague" which started the New York, Los Angeles, Cleveland, Detroit and other rumpuses thruout the nation. Ops want to prove they do not cater to minors. Minors do not spend dimes freely. The answer to better collections for the amusement game ops is dime play. The only trouble being that the average leader here wants to be a "follower" in this case...After listening seriously to the dime play adherents...he will agree that it has much merit and logic behind it...But," he butts, "let the other guy start it. We'll follow"...which means that once again it's up to the ops, themselves, to get the ball rolling and to use dime coin chutes on brand new games obtaining the location owner's cooperation.

Ray Riehl, with Herb Oettinger helping him, grabbed a pic of Billy DeSelm the other day we should like to see...from what we hear that had Billy in the most relaxed pose of the year...even Lyn Durant agreed that this was "one for the books"...the boys will probably have it framed for Billy and hanging up in his office before he even knows it...Eliot Berkwit, who heads Mercantile Investment Corp. here, in the east for the week...Sammy Stern of Williams Mfg. Co. away visiting in Boston...Harry Williams on the job, but planning to fly his new Beechcraft Bonanza all the way to the west coast Thursday of this past week...Wonder what a race between Gordon Sutton, another Bonanza owner, and Harry Williams would look like...should Harry give he can give up a pinball and should Gordon lose...will he give up a Wurlitzer?...Art Weinand of Rock-Ola takes the Burlington RR on his trip to the 4 states convention just so he can sit up on top in the Vista-Dome and "learn what it feels like to be an engineer"...we also hear that the new boy in the Weinand menage was christened "George," but that Kay (Mrs.) Weinand is already calling him "Pudgy"...and Art believed there was no nickname for George.

Monte West of AMI around town and talking about the new Model B which was previewed at the four states meet in Minneapolis with many showing much interest...no price set for this new model as yet...Sam Drucker of Filben here has a new way of shutting off the lights in any machine...just pull the machine...not the plug...and that reminds me...Bill Rabin of the firm surprised at the Minneapolis convention with the nice little speech he made to the assemblage which won much approval...Clarence Bayne of U. S. Vending Corp. makes us feel fine by calling our mag. "The bible"...thanks, Clarence...Ken Ferguson of Stillwater, Minn. who flew his Cessna into town reports that he was much disappointed at the small crowds in our nite spots while here...Jack Cohn and Sanford Levine of the Cleveland and Ohio State phono ops assns. pull into town for a visit. Asked how they could leave their businesses, the boys replied, "We have our business set up so that we can get away when we have to"...which is very nice...Bumped into Dick Hood over at the Minneapolis convention displaying the firm's "Bat-A-Score" and very proud over the nice comments ops were making regarding the game.

Sorry to hear that Jack Cox of Rock-Ola was pulled off a plane from Washington, D. C. this past week with a heart attack...Jack's now at the Berwyn Hospital in Berwyn, Ill., just outside of Chicago...Ed Levin had lots of visitors in to see him this past week, he reports, and all talking "Trinidad"...George Wrenn of Walbox Sales Co., Dallas, Tex., in town swinging about here, there and everywhere...And that noted

northwest fashion plate, Ted Bush of Minneapolis, also here while Ozzie Truppan takes care of his office and keeps on selling everything in sight...Virgil (Chris) Christopher of Baltimore and Ben Becker of Noo Yawk keeping things going at a hot pace over at Bally this past week telling about how each one can outsell the other...we're betting Ben outtalked Chris...Sam Tridico and Bob Buckley of Console Distrib. Co., New Orleans, and Ward Peters from the same town dropped over at the Buckley plant this past week to visit with Pat and Gerry Haley and report on progress of the "Criss Cross Belle" as well as the "Track Odds"...Dave Wallach of Marvel Mfg. Co. tells me that the 4-way coin chute on "Leap Year" is bringing in some grand returns...from reports he's received...One for the books...Nate Gottlieb reporting that he's been on the long-distance phone so much this past week talking "Jack & Jill" that his throat is sore...that can't be our little Nate.

Talk about a traveling schedule...listen to this one Sam Mannarino's doing...from four state meet at Minneapolis to Pittsburgh, then to Miami, back to Pittsburgh, on to Milwaukee, to Chicago and then to Pittsburgh...from then on Sam can't remember...George Jenkins left town for a day or two this past week...destination unknown...Gene Steffens of Permo in Minneapolis meeting with the ops and showing the 15 minute Permo Point needle movie which always gets a big hand from the music ops...Herb Jones of Bally, one of the busiest guys we know, whispering something about something coming...but not talkin' any further...Lew and Myer Gensburg workin' away on that nifty production line they have gettin' out "Trade Winds" just as fast as they can with ops tellin' the boys "The game's a honey"...Ed Vojack, adman at Jennings, tells me he's busier than ever...what with one thing piling atop another...Jean Bates leaves for a short visit in the far west...We hear that Mac Churvis, who owns the Churvis ad company here, is in bed for a short while...Coming to think of it, it seemed like all Chicago was in Minneapolis this past week seeing what was to be seen at the four states convention.

Hugh McGarrity, effervescent salesmanager of Illinois Simplex, scootin' about the town this past week because he heard someone wanted to buy at least 50 more phonos...And talkin' about phonos reminds me that Charley Schlicht over at Mills advises that since March 20 they've enjoyed a very, very marvelous increase in sales...In fact," says Charley, "we were caught short on production and the orders are still comin' in."

NEW ORLEANS

The newly organized pinball association is constantly growing in size and stature. President John Bosh and his executive committee, composed of Elmo Pierce, Ed Dramer, John Petrowski and Angy Gemelli, are receiving the plaudits of New Orleans coinmen for the terrific job they're doing. The boys remember that Papa Pace always recommended that they stick together—and this is one they seem to be doing...Adrian Martin, mechanic at Dixie Coin Machine Co., takes a trip down to La Rose and Addis...Visitors at Dixie Coin Sales were Charles Glorioso, Thibodaux, Clarence Sanchez and John Latino, White Castle.

Mel Stout, Bogalusa and Henry Mitchell, Manon seen shopping around...Tony Ingris from Gulf Port, Miss. in town for a few days and seen talking to Ed Hollifield. Ed reports that the Jewel Bells are still rolling all over the country, along with Evans Winter Books...Bob Buckley and Sam Tridico, Console Distributing Co., back from Chicago visiting with Pat Buckley—probably ordering more of those Criss Crosse Bells and Buckley consoles...Mary Rose Troncale, formerly with Dixie Coin is now with the One Stop Coin Machine Co.

We hear that Admiral Vaughn is doing considerable fishing, but no luck whatsoever...Marion Matranga lining up a bunch of friends for the inauguration of the new Governor comes May 11...The rumor that the mint vendors which were to appear here has proved to be nothing else but that—a rumor...Mr. & Mrs. Ed Hollifield celebrated their fifth wedding anniversary on April 20...It seems that Ben Neubauer has a luncheon date with Joe Cannizzaro every Tuesday...Visitors at Console Dist. this week were Roy Monica, Ray Landry and Bob Smith. The new big sign Console has set on the Air-Line-Highway is causing quite a bit of comment—and incidentally helping the business considerably...Curly Maloney was quite a sick op the other day. He lost his whole set of keys to his route. He had to get an entirely new set made up for him...Nick Carbajel, Jr., Crown Novelty Co, reports biz has picked up considerably...Al Morgan, Rex Coin Machine is kept busy as a bee at his new offices trying to keep up with the orders.

THRU THE COIN CHUTE



EASTERN FLASHES

THE N. Y. GAMES SITUATION

Operation of games in this city came to a halt this week as operators agreed to curtail their activities until the results of the May 19 court case is forthcoming. This past Monday, April 26, Samuel I. Rosenman, former Justice of the Supreme Court, succeeded in obtaining an injunction for twenty-four hours, restraining the police from seizing equipment. At the hearing next day, Tuesday, after lengthy debate, a verbal agreement was arrived at between the assistant corporation counsel, representing the police department, and Rosenman, representing the four coin machine companies who brought the suit for an injunction. It was "stipulated" that the police would refrain from seizing equipment, and in turn the machine companies would not distribute any additional games until the court renders a decision May 19.

The games association held a meeting on Wednesday, at which its members, distributors, jobbers and independent operators attended. Sidney A. Levine, who is cooperating with attorney Rosenman on these court cases, and Teddy Blatt, attorney for the association, addressed the gathering and recommended that operators refrain from operating their equipment until the court acts on the impending case on May 19. It was pointed out that it would be folly to risk arrests for any reason during the next few weeks—and possibly prejudice their case. The operators voted unanimously to go along with the suggestion, and await developments.

The newspapers covered the progress of the court proceedings, and carried substantial stories each day. Not only did the press report strictly on a one-sided basis, but in addition in many instances its stories were "angled" to discredit the members of the industry. Many of the papers reported the "stipulation" inaccurately, causing a great deal of confusion. They stated that only the four companies involved wouldn't be molested, but actually the agreement covered everyone.

Dave Gottlieb, president of CMI, sent a lengthy and brilliantly worded wire to Police Commissioner Wallander (copies to the press), but the press chose to ignore it completely in their stories.

It was announced on Thursday that Mayor O'Dwyer is sponsoring a proposed new bill that would amend the city's Administrative Code to make possession of machines a misdemeanor. The Mayor announced at a press conference on Wednesday that "the bill has been prepared by the District Attorneys of the five counties, the Superintendent of Schools, the Police Commissioner, the License Commissioner and the Corporation Counsel." The new bill includes a legislative declaration as follows: "Possession, maintenance and operation in the city of gaming devices, as herein defined, are a menace to the public health, morals, safety and general welfare of the people of the city, and such gaming devices encourage and foster gambling among adults and children, tend to cause juvenile delinquency and corrupt the morals of children, and breed crime, rackets and gangsterism."

The declaration continues: "Such gaming devices are instruments for gambling in their actual operation and use; that such gaming devices maintained and operated in the city are regularly, consistently and widely used as a means of gambling by the public; and that criminals, racketeers and persons with underworld associations have engaged in the distribution, placing and operation of gaming devices in the city."

The bill, which would become law immediately upon its adoption by the City Council, prohibits possession or maintenance of a gaming device. The definition of a gaming device is widened to include pinball and bagatelle machines as well as other devices similarly operated. Games of skill which are not defined as gaming devices would be permitted under the proposed new law.

After studying the declaration, it was pointed out by experts that the bill would have to make a definition of gambling, and specify just what makes a machine an instrument of gaming. If the Council passes arbitrary legislation, it's pointed out, they would be creating new types of crimes, and that it was unconstitutional for them to do so.

Another point stressed by the coin machine attorneys was that if the industry's case in court on May 19 results

in victory, those machines listed, and all others of similar construction, would have to be declared legal amusement machines. Therefore, the members of the industry are wondering how legislation could be passed to declare equipment unlawful that had just been declared legal by the courts.

In discussing the proposed bill, one coinman stated "Under the premise that amusement machines tend to cause juvenile delinquency, corrupt the morals of children and breed crime, the city would have to pass legislation closing all moving picture houses and broadcasting stations, and confiscate all radios of the public. It's been proved time and time again, that crime pictures and stories have led to juvenile crimes." Another coinman chimed in "As far as gambling goes, the City of New York is partners in the receipts of all horse racing here, and if that isn't sponsoring gambling, I don't know what is!"

Yea, verily, the ways of the politicians are devious.

* * *

Meanwhile, the music machine business continues to show improvement. Despite the poor April weather, which tended to slow down business in general, collections are better, and the sale of equipment has shown a marked increase. . . . Barney (Shugy) Sugerman, Runyon Sales Company, conducted a service class on AMI phonographs, and a surprisingly large group of operators and mechanics were present. The class was conducted by Manny Daddas of Runyon. . . . Al (Senator) Bodkin, the fashion plate, spotted along coinrow, with the usual flashy new tie. Wonder how many hundred ties the Senator has. . . . Doc Eaton, former vice president and general sales manager of AMI, in town seeing the boys. Doc's taking it easy these days. . . . Jim Alexander, Central Coin Machine Company, Rochester, N. Y., and his charming bride, the former Margaret Mary Chamberlain, return from an extended honeymoon. . . . Ernie Band, head of the N & N Amusement Company, Syracuse, N. Y., and secretary of the Syracuse CMI, states the association is considering a set of proposals advocating better commissions for the ops, elimination of the system of granting loans to location owners, and unification of the city's operators.

* * *

Jack Mitnick, who served as sales manager for Runyon Sales Company for quite a number of years, announces that he has joined up with Harry Poole, and will conduct a distributing business under the name of Beacon Coin Machines, Inc. Jack is the president; Poole the treasurer. The firm will distribute the AMI phono line thru Massachusetts, Maine, New Hampshire, Vermont and Rhode Island. In addition they distribute the games of United Manufacturing Co., Exhibit Supply Co., and Chicago Coin Machine Company. . . . Nat Cohn, Modern Music Sales Corporation, returns from a short stay in Miami Beach, Fla. Nat spent considerable time there with Irv Sommers and Lou Koren. . . . Tony (Rex) DiRenzo and Leo Knebel form the Rex-Lee Enterprises, with offices at 767 Tenth Avenue. The firm is acting as co-distributor with Seacoast Distributors of Newark, N. J., of the Rock-Ola phono line. . . . Dave Stern of Seacoast tells us that the sale of the Rock-Ola phono is showing considerable improvement these past weeks. Dave states that his firm will distribute the Shoe Shine machine manufactured by the All American Electric Corp. of Saginaw, Mich. The deal was made while Robert E. Fletcher, president, was visiting Stern. . . . Eddie Graff and Adam Ciccarelli, seen talking things over with Irv Orenstein of the Seacoast office.

* * *

Maurie Sykes, Mar-Maric Sales Company, Baltimore, Md., visiting along coinrow. . . . Lou Jaffa, C-8 Laboratories, manufacturers of the electric cigarette machine, returns to the city after a lengthy road trip. . . . Joe Munves, Economy Supply Co., states that when he took over the parts and supply business he thought he would have a difficult job memorizing the thousands of different items and the prices of each. However, he's been continually adding new items, and claims he can remember them all. . . . Ben Becker, Ben Becker Sales Company (Bally sales representative) preparing to go on the road for a short trip, seeing the customers in his territory. . . . Jim Sisti, head of the Young Distributing Co. Newark offices (Wurlitzer distributes), tells us he had a wonderful opening week.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Between local inactivity in the game department, a spell of "unusual weather" and the Passover holiday, things would have been very quiet around the Row this past week if it hadn't been for the distribs and the city ops generating a little action on their own . . . Thursday, April 22, witnessed a demonstration on several of the rolldowns which are now being contested in the municipal courts . . . The show was held at Rodger Young Auditorium, with all the newspapers, the Mayor's office, City Council and Police Dept. invited . . . The officials chose to pass up the affair, which gave local sheets a good story angle. Quoting from the Los Angeles Times' big bold head on top of a choice page: Officials Ignore Showing of Skill Game. The story read: Police and city officials showed a decided disinterest in a demonstration yesterday designed to prove to them that a new miniature bowling game does not constitute gambling . . . On hand to show that it is a game of skill was a man introduced as Art Crane, whose twirling thumbs proved expert in placing the little balls in the hollow receptacles . . . The man introduced as Art Crane was Art Crane, Genco's genial factory rep, who cooperated with ops and distribs for the demonstration.

The Times article quoted Art as saying, "It's like billiards, see," as the board lighted and the score ran up. "You can't gamble on this. No prizes, no free games. Nothing but skill" . . . The Daily News piece also took a friendly stand, describing the "demonstration of skill" and chiding city officials for not showing up . . . With several cases, including an appeal, now pending in the courts, it is hoped that bringing the operators' side of the story out in the open will help win public support and encourage city officials to find some other scapegoat for their pre-election reform routine . . . That is the hope of all the legitimate distributors and operators in the city as voiced by the demonstration's spokesmen, Gordon Roper, Harry Goldman and Gabe Orland . . . Through continued use of the public relations experts who arranged the demonstration, the boys believe they can overcome prejudice and get a fair deal via public opinion and the courts.

Meanwhile out-of-town and county action continues at a normal pace . . . Dannie, Sammie and Georgie at Automatic Games report by them things are copasetic (whatever the heck that means) . . . Charlie "Mills Man" Fulcher is keeping busy between the Constellation's sweet music and Black Gold's twirling fruit salad. We found Lyn Brown going strong with his new shuffle boards and with only one complaint . . . the darn things take up a lot of room and a lot of truck loading . . . Next door to Lyn we finally ran into popular Marshall Micon, our predecessor . . . Back from Chicago and well rested, Marshall is just about ready for some new activity via the shuffleboard route . . . His particular baby is Los Angeles built and a beautiful piece of furniture for any location with enough space to handle . . . (Now, if there was only some practical way of putting a coin chute on a shuffleboard) . . . Len Micon is another of the distributors who cooperated fully on the demonstration . . . Incidentally the switch from rolldowns to "miniature bowling games" by the boys was not due to their wanting to get fancy . . . They simply realized that the new handle would be more descriptive of the actual game to the layman . . . And so it was.

Paul Laymon was back on the job and looking like he was nothing but healthy . . . Maybe the arrival of Williams' new 5-ball "Virginia" had something to do with that . . . It's a well stacked beauty in action and on the backboard . . . Paul is also expecting any day now Bally's new deluxe skee ball . . . Which reminds us that the local authorities are carrying their "clean-up" craze so far that they've even reportedly picked up a few skee balls . . . That should be a tough one for them to prove in the courts as violating any city ordinance or law passed anytime, anywhere by anybody, including the Pilgrim fathers . . . Bill Williams was also singing "Carry Me Back to Ol' Virginny" when we stopped by . . . Bill always manages to find a new superlative for son Harry's latest 5-ball . . . Bill Wolf was at it again . . . in and out of town within the week . . . Jack Simon and Jack Ryan of Sicking Distribs also doing a little short traveling . . . as was Fred Gaunt of General Music.

Considerable talk around the Row this week about the goings on up Santa Cruz way . . . Interest was sharpened by reference to a "mysterious figure" in the alleged pay off try . . . The mysterious figure bears a resemblance, according to the grapevine, to another m. f. by whom Mayor Bowron supposedly was approached . . . We're inclined to write off the current city broom wielding as a political maneuver . . . nothing more or less . . . Among the out-of-towners around the Row this week were horsemen Jack Neil and G. F. Cooper of Riverside, back from the historic Vistadores ride to Santa Barbara

. . . That town's William Sparrow was also in . . . as were C. C. Collard and William Shorey from San Bernardino . . . Frank Walnum from San Luis Obispo . . . Floyd Anthony from Santa Maria . . . Jack Spencer from Big Bear Lake. Mr. and Mrs. Marc Mallett from Claremont . . . Clifford Smith from Lancaster . . . The Cash Box this week once again joins California distribs and ops in mourning the loss of a veteran operator, Walter Leonard of Montebello.

**RECORD NOTES WILL BE FOUND
IN 'ROUND THE WAX CIRCLE—
PAGE 10**

MINNEAPOLIS

The weekend was an excitable one for Charles H. Potter, owner of Fairmont Novelty Company, Fairmont, Minnesota. Charlie and his secretary, Miss Gladys Erickson were held up by three masked men Sunday evening, and robbed of \$12,000, \$4,000 in cash, and the rest in diamonds and jewelry. Both were bound and gagged, and were finally rescued by the sheriff after several hours. The search is on in nearby surrounding states for the three bandits. It was quite an experience for Charlie—one he'll never forget.

Carl Wichstrom of Brainerd, Minnesota, drove into Minneapolis last Friday, April 23. Carl is looking much better after a long siege of illness . . . Ted Seligman, formerly with the Mayflower Distributing Company, St. Paul, and Twin Ports Sales, of Minneapolis is now with the Hy-G Music Company . . . Mr. and Mrs. R. L. Cross of Jackson, Minnesota, newlyweds, having just spent their honeymoon in Mexico, were in Minneapolis to see the Ice Follies Friday, April 23, Mr. Cross having that happy "new look" . . . Mr. A. K. Brevik of Watertown, South Dakota, also in town for several days visiting.

Mr. Alva Baker of Deer River, Minnesota is the new owner of the route formerly owned by Allen Kird of the same town . . . Mr. and Mrs. Walter Hugeback and friends of New Hampton, Iowa, visiting the Twin Cities for a few days vacation before returning home . . . Glen Rackliff of Superior, Wisconsin, in Minneapolis Friday, April 23, just for a few hours calling on several of the distributors.

The Twin Cities' distributors played hosts Monday and Tuesday, April 26 and 27, to the four State Regional Show held at the Radisson Hotel. Because of the beautiful weather, many operators, friends, and their families have come by car and train from North and South Dakota, Minnesota, and Wisconsin to see the show and also to take care of their business.

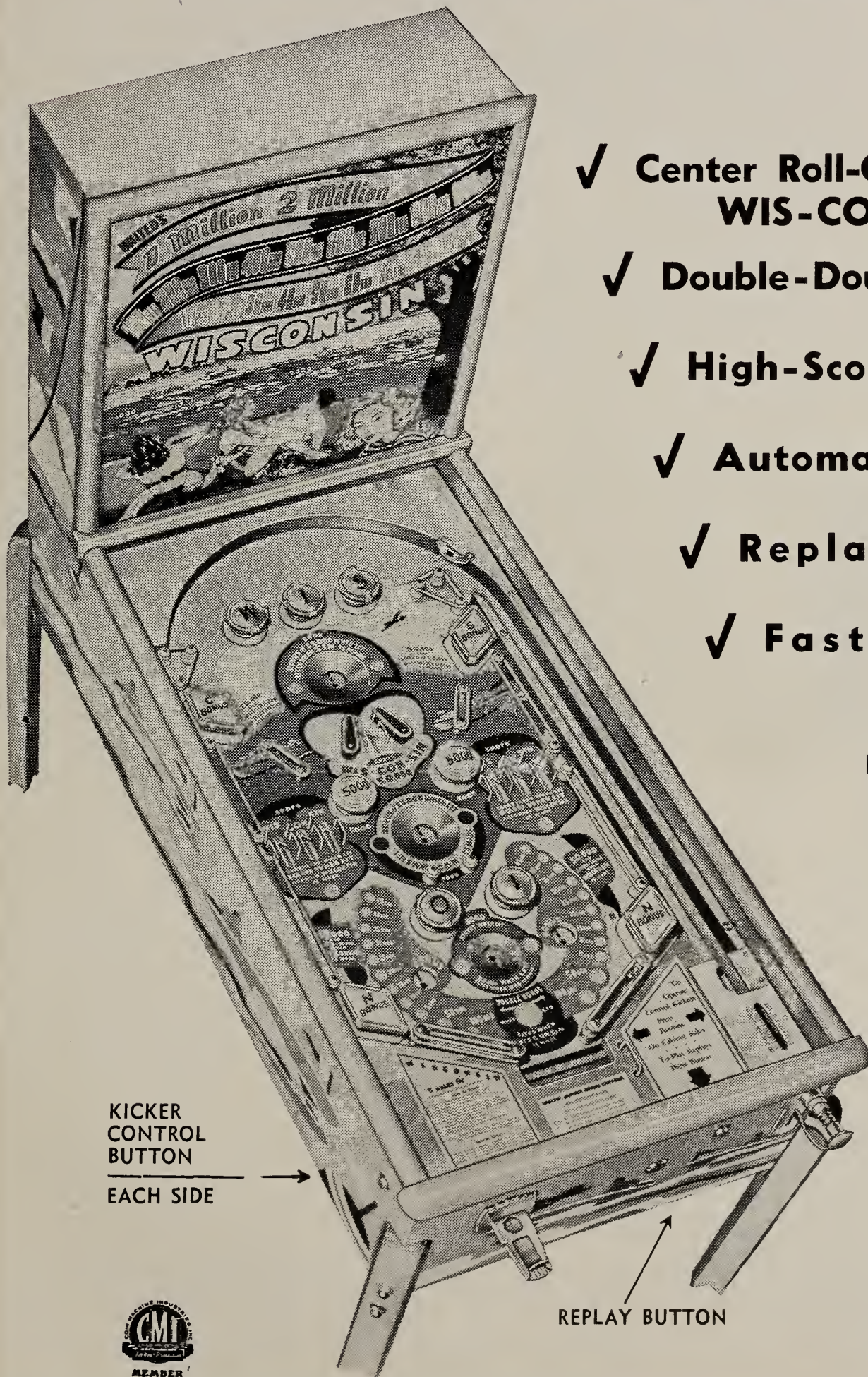
Mr. and Mrs. Frank Mager of Grand Rapids, Minnesota, Mr. Paul Baeder and son Stanley of New Rockford, North Dakota, Mr. Mike Kalasardo of Medford, Wisconsin, Mr. Jack Backus of Jamestown, North Dakota, Messrs. Glen and Bob Addington of Bismarck, North Dakota, Bob Westrum, Secretary of the North Dakota Association, Mr. H. C. Carey, Al Reese, Burrell Brown, of the Watertown Amusement Company, Watertown, South Dakota, Roy Foster, Sioux Falls, South Dakota, M. H. Whisman and son, Buzz of Hibbing, and Mr. L. I. Harris, Enderlin, North Dakota, all in town for the convention.

Leonard Zelinko of the J & L Novelty Company, Lakefield, Minnesota, sold out his Fountain Confectionary Store last month, so that he could spend more time taking care of his route . . . Mr. and Mrs. John Kalasardo of Ladysmith, Wisconsin in town over the weekend visiting friends, and spending a little time at the Convention at the Radisson Hotel . . . B. R. Couch of Grand Forks, North Dakota, Mr. and Mrs. Verling Geib of Deadwood, South Dakota, also in Minneapolis for the convention.

Art Thompson and Jim Noah of Morehead, Minnesota also took time out to spend the day in Minneapolis. Jim Noah has opened a Sports Goods store at Morehead, and his son is taking care of the route.

UNITED'S WISCONSIN

with NEW
"Player Controlled Kickers"



- ✓ Center Roll-Over Lights
WIS-CON-SIN
- ✓ Double-Double Bonus
- ✓ High-Scoring Units
- ✓ Automatic Shuffle
- ✓ Replay Button
- ✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE
YOUR
DISTRIBUTOR

KICKER
CONTROL
BUTTON

EACH SIDE

REPLAY BUTTON



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

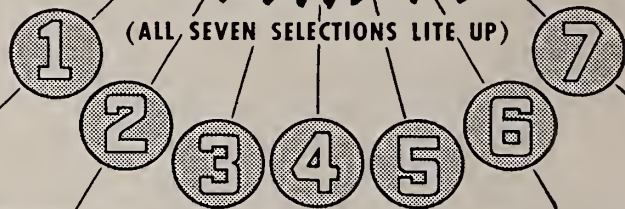
NEW Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC

PROFIT PROVED HORSESHOE FLASH

with
NEW "FAN" FLASH



Operators hail the new FAN FLASH as the strongest EXTRA NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.

Photograph shows GOLD CUP (Free Play). Bally TROPHY is identical in play appeal and appearance, except for payout cup, and is equipped with famous Bally payout mechanism.

BALLERINA

NEWEST BALLY 5-BALL NOVELTY HIT

Kicker-Bumpers

CONTROLLED BY PLAYER

New Double Bonus

7 WAYS TO SET UP BONUS—5,000 AND 25,000

Last Ball Suspense

INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

5 Kick-out Holes
3 Saucer Holes
High Scores

Guaranteed
Mechanically Right

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER

ELECTRIC-OPERATED
Kicker-Bumper
BUTTONS
ON EACH SIDE OF CABINET



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS